

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXIX. NEW YORK, JUNE 4, 1902.

NO. 10.

**McKINLEY MINES READY TO YIELD THEIR HIDDEN WEALTH**

The President's Predictions Come True:

**THE MCKINLEY MINING AND SMELTING COMPANY**

THIRD FLAHERTY & CO., FISCAL AGENTS, Suite 100-1012 Broad Building, Philadelphia, Pa.

This double page advertisement was in the  
**PHILADELPHIA RECORD**  
of Sunday, May 25th,  
and is the largest double page  
ever printed.

It contains 5,544 agate lines.

*Advertising rate 25 cents a line, subject to discounts.*

New York :  
185 World Building.

Advertising Manager,  
Philadelphia.

Chicago:  
1002-4 Tribune Building.

# THE RICHMOND DISPATCH AND THE RICHMOND NEWS

**Are the Leading Daily Papers  
of Virginia.**

They cover thoroughly both the morning and afternoon fields in the prosperous city of Richmond and its neighboring towns.

**A community of 125,000 people.**

**30,000 factory employees.**

**Fifteen banks with \$20,000,000 deposits.**

**Annual sales aggregating \$111,000,000.**

The advertiser in the *Dispatch* and *News* shares in the prosperity of this rich section. Rates and further information on request.

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**J. E. VAN DOREN SPECIAL AGENCY,  
MANAGER FOREIGN ADVERTISING,**

Chicago:  
1103-1105 Boyce Building,

New York:  
407-410 Temple Court.

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1898.

VOL. XXXIX.

NEW YORK, JUNE 4, 1902.

NO. 10.

WITH ENGLISH ADVERTISERS.

have shown up, and they generally win their libel actions.

By *T. Russell.*

Before attempting to calculate the value of advertising space in any newspaper or periodical, something ought to be ascertained as to how its circulation has been created and is maintained. Publications that are dependent for their sale upon premium lists, coupon schemes, and other devices, or that are largely given away for nothing have a much smaller value for advertising purposes than those which owe their circulation entirely to the approbation of their public, and the intrinsic interest of their reading matter. Advertising patronage, however, is sometimes worked up on a basis independent either of their circulation or their true value as advertising media. The libel action of Cohen vs. Labouchere and Voules has opened many people's eyes to this fact, although it has revealed nothing that is at all new to any expert advertiser. Cohen is the proprietor of a paper called *Commerce*, which (as was shown during the trial) has enriched its proud possessor to the tune of fifty thousand a year for the last three years; but no figures were cited to show the extent to which it enriched its advertising patrons. The latter, however, paid liberally enough. Cohen's libel action was based on certain attacks on the Article Club (of which Cohen is secretary) in Mr. Labouchere's society weekly, *Truth*, concerning which the cynical have been known to say that the title is not the most truthful thing about it. However, Mr. Labouchere and his editorial coadjutor, Mr. Horace Voules, are chiefly hated by fakirs whom they

The Article Club is a commercial ring organized by the esurient Cohen on ingenious lines. The title is derived from the fact that no one can be initiated who has not been the subject of an article in Mr. Cohen's paper, *Commerce*; and these articles have a price which, however, does not enrich the Club. Another curious rule is that members shall advertise to the extent of fifteen hundred dollars in *Commerce*: it is also a rule that no member can be elected who is the or a competitor in business of an existing member. The Club is otherwise merely convivial. It has no club house: its headquarters are at De Keyser's Hotel. What then is its attraction, or, as Mr. Labouchere put it, what is the bait held out to attract members? That is what *Truth* wanted to know, and when it found out *Truth* told everybody. The revelation, according to Cohen's evidence, ruined *Commerce*; Mr. Labouchere did it; he could not tell a lie; he did it with his little hatchet. The bait was a claim that Cohen, who by this time had been converted (but not baptized) into Cowen, could introduce the members to all sorts of distinguished people, who would extend their patronage to Article Club men, and by their influence even obtain for them royal patronage, and knighthoods and other honors. Another inducement to join the Club was a promise held out by Cohen that he would obtain orders for members' firms to supply goods to the White House, by the help of the American Ambassador, who made all purchases for the President—a strange conception of the

duties of an Ambassador. This has, of course, all been cabled over to you, and I thus briefly epitomize it only in order to discuss the class of papers to which *Commerce* belongs.

\* \* \*

It does not seem to have been even claimed that anyone ever bought a copy of *Commerce*, except people who had been written up in it and who paid for copies—the usual racket. *Commerce* isn't the only paper that is run on these lines, and few things are more remarkable than the robust longevity of this hoary dodge. By playing on the personal vanity of business men, it would seem that you can always run a paper or publish at a profit one of those handsome bound, beautifully printed, unutterably dreary volumes which adorn the waiting rooms of railway stations, the parlors of hotels, and the spare corner of the music room in every passenger steamship in creation. No one ever reads those things; but they come and they come, and egotistical men of business make their firms pay for them.

\* \* \*

It is a settled thing that free newspapers are never any good to advertise in. One of the witnesses in the *Commerce* case put the matter very neatly. I quote from a newspaper report.

In answer to further questions, witness said an advertisement in a paper which was sold was better than one in a paper distributed gratuitously. There was no comparison.

Counsel: Have you never had an article in a paper about your works?—Yes, but never paid for it.

Assuming that your advertisement gets into a number of hotels and clubs, there is a greater chance of a larger number of people seeing it?—A man is reduced to the lowest depths of reading matter when he takes up one of these gratuitous papers. (Laughter.)

Would you let me also suggest that a man is reduced to the lowest depths of reading matter, too, when he reads advertisements at all?—It is after he has gone through the advertisements that he goes to the gratuitous papers. (Laughter.)

\* \* \*

*Mellin's Food* is to be advertised at Coronation time, all the newspapers are announcing, by means of a navigable balloon. It is already being advertised, well in advance of Coronation time, by the

announcement of this project, and even if Mr. Mellin should change his mind, he would still have something to console himself with.

It is difficult to account philosophically for the value of these little free notices, in preferred positions obtained without money and without price—for indeed no price could purchase most of them. Why should I feed my baby with Mellin's Food because I read in the *Times* that Mr. Mellin is going to advertise on a steerable airship—nay, even if I see his advertisement thus displayed? Is the fact that he can advertise on the outside of a balloon any reason for introducing his product to the inside of my baby's stomach? It isn't like the effect of the newspaper advertisements where Mr. Mellin is advertised by his loving friends, who will grow up to hate him one of these days when they learn that their portraits in an advanced state of "noddings on" once adorned his publicity. Here there is a definite and convincing argument. A balloon isn't an argument. Probably the fact that sensational display advertisements—fireworks and the like—only impress a name on the memory and thus operate through what psychologists call instinctive association, so that when a woman goes to buy baby food she instinctively asks for Mellin's, not because seeing it on a balloon convinced her that it was the best, but because seeing it thus so burned it into her memory that when the idea baby food comes up in her mind it is associated with the name Mellin—and Mr. Mellin gets there accordingly, as is most proper.

#### BEYOND CAVIL.

The merchant who finds a means of introducing his business into the home circle through an agreeable medium, is first in the buyer's mind, always in the van of mercantile enterprise and never fails to win the laurels of competition.

He is the man who makes shopping a pleasure, a recreative pastime, a profitable experience physically, mentally and financially.

It is better to break out in bargain announcements to-day than to go broke.—*Brooklyn Post*.

MANUFACTURERS must make what the people want, or cause the people to want what they make.—*The Mahin Method*.

Successful advertisers have always advertised in

# THE SUN

That is why you should be among the number—successful men seek each others' company.

Address  
THE SUN, NEW YORK.

## THEATER PROGRAMMES ONCE MORE.

JEFFERSON THEATER PROGRAMME CO.,  
175 Monroe Street,  
CHICAGO, May 14, 1902.

*Editor of Printers' Ink:*

On page fourteen of your issue of March 12th there is an article pertaining to theater programmes. That article has borne fruit, as may be seen by the copy of the inclosed programme of the Illinois Theater of this city, which is made up along the line suggested and was put into use last Sunday night at the opening of *Florodora*. That the writer had the correct idea in your article of March 12th is demonstrated by the fact that only about five per cent of the programmes given to the audience on Sunday night were left in the theater. Fully ninety-five per cent of the programmes given out were carried away.

We would be pleased to hear your opinion on this programme, as it is going to be the style adopted by all the Chicago theaters and the Little Schoolmaster is largely responsible for it.

RALPH JEFFERSON.

The programme submitted by Mr. Jefferson is a dainty book, about seven inches square, in neat, clean cover, and has several advantages over the old blanket-sheet playbill. The reading matter is of excellent quality, quite outside of the pale of "boiler plate," but the Little Schoolmaster is of the opinion that a greater quantity could be used to advantage. The programme cited in the article of March 12—that of the Manhattan Theater, New York—contained about thrice as much, yet was not too "literary." It is well to remember that the modern reader has an immense capacity, and can easily get through a newspaper page during the intermissions of a play. If the programme is to be taken home there should be every warrant for printing a short story, or even a novelette. Would it not be profitable to give a square inch of reading matter for every square inch of advertising? Would that not make a convincing argument in soliciting business for theater programmes? Newspaper advertisers get several times as much in the whole run of the paper. Could not a programme be published profitably upon nearly the same basis? This is doubtless pure theory, but it seems very attractive theory, and worthy of thorough, definite trial.

One of the largest proprietary advertisers in New York has finally

abandoned theater programmes after using them regularly for two years in many cities. His reasons for this action ought to be of interest to Mr. Jefferson and his fellow publishers.

This advertiser finds, in the first place, that the programmes were so poorly printed as to be unfit to handle. They were filled with black type and heavy cuts, delivered at the theaters wet, and so smudgy that no woman who valued her gown or gloves could touch one, much less turn the pages. They were inconvenient in size, tasteless in make-up, and seldom contained interesting reading matter. Most important of all, they were distributed only to patrons of the lower part of the theater. The large number of people who sat in the galleries—and sometimes the balconies—were given a small slip carrying no advertising. Yet the people who sit in the galleries are often the best patrons of certain classes of advertisers—in the case of this proprietary advertiser they were far the best. He could see no distinguishing line in the price of admission. Each person in the theater was a reader and buyer of goods, whether he paid twenty-five cents for his ticket or twenty-five dollars. After a rough, expensive trial he found that programmes were the most antiquated and least profitable form of publicity he was using, and therefore abandoned them, though admitting that, by proper management, they could be made as profitable as street cars or newspapers.

Plenty of live reading matter, care in changing ads, restrictions upon heavy cuts and type similar to those of the *Saturday Evening Post*, and decent presswork would probably transform the programme and make it a wholly new medium.

It is a mistake to presume that the public is familiar with the goods you carry. In writing ads it's a good idea to presume that people generally know nothing at all about your business or the goods you sell, and that it is your especial duty and privilege to enlighten them on these points.

# San Francisco Call

## STATEMENT OF CIRCULATION FOR THE MONTH OF APRIL, 1902.

APRIL	APRIL
1 .....	61,380
2 .....	60,300
3 .....	60,140
4 .....	60,200
5 .....	60,440
6 .....	70,650
7 .....	60,110
8 .....	60,530
9 .....	60,290
10 .....	59,980
11 .....	59,760
12 .....	60,650
13 .....	70,860
14 .....	60,180
15 .....	60,250
16 .....	59,970
	<hr/>
	17 .....
	18 .....
	19 .....
	20 .....
	21 .....
	22 .....
	23 .....
	24 .....
	25 .....
	26 .....
	27 .....
	28 .....
	29 .....
	30 .....
	<hr/>
	59,570
	60,360
	60,480
	71,160
	59,750
	59,490
	57,740
	60,570
	61,160
	60,800
	73,700
	61,880
	60,430
	61,370
	<hr/>
	1,855,710

STATE OF CALIFORNIA,  
CITY AND COUNTY OF SAN FRANCISCO, } ss.

On this 12th day of May, 1902, personally appeared before me, William T. Hess, a Notary Public in and for the City and County aforesaid, W. J. Martin, who being sworn according to law declares that he is the Business Manager of the San Francisco *Call*, a daily newspaper published in the City and County of San Francisco, State of California, and that there were printed and distributed during the month of April, 1902, one million eight hundred and fifty-five thousand seven hundred and ten (1,855,710) copies of said newspaper, which number divided by thirty (the number of days of issue) gives an average daily circulation of 61,857 copies.

W. J. MARTIN.

Subscribed and sworn to before me this 12th day of May, 1902.

[*Seal.*]

W. T. HESS,  
Notary Public in and for the City and  
County of San Francisco, State of California,  
Room 1015, Claus Spreckels Building.

JOHN D. SPRECKELS, Proprietor.

W. S. LEAKE, Manager.

*San Francisco, Cal.*

STEPHEN B. SMITH,  
Advertising Representative,  
30 Tribune Building, New York.

C. GEORGE KROGNESS,  
Advertising Representative,  
Marquette Building, Chicago, Ill.

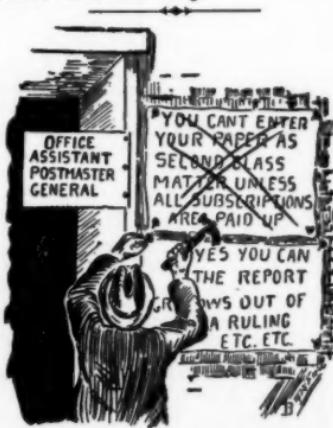
## ADVERTISING A UNION LABEL.

Colored inserts advertising the label of the United Garment Workers of America have recently appeared in many leading monthlies. In April *Success* the entire back cover page was used, and in all cases the ads have occupied full pages or both sides of an insert. Being printed in colors, they were very conspicuous, and the persistency of the campaign has given evidence that the organization means to use space regularly to make its label known to the general public. The following statement was recently given to a *PRINTERS' INK* reporter by the National Secretary, Mr. Henry White, Bible House, New York:

"The United Garment Workers is the first and only organization to use magazine space for this purpose. We have always done considerable advertising, but have heretofore kept to labor journals exclusively. We found, however, that these reach only a portion of the union workingmen and working women of the United States, and have therefore taken up general mediums to reach all of them. That is our first object, and we want to reach the general public next. Our campaign is largely educational, and we do not expect immediate results. Yet we receive many inquiries from all classes of people in all parts of the United States. College students are studying social problems, and they take interest in our movement, seeing in it a means of industrial betterment. People in remote country districts have also shown a surprising interest, and have written for the names of dealers who sell union-made garments. To all of these inquirers I send a personal letter and copies of our official journal.

"The colored ads are costly, and we use large space, but we find our present methods both effective and economical. The ads are out of the mass and bring results. The change from magazine to magazine which has marked our campaign so far is due to experiments that we are conducting. We have just contracted for street car space, and

in a short time our cards will appear in all leading cities. Thus far we have spent about \$15,000. When our general convention meets in August it will draw up further advertising plans. We shall probably spend between \$40,000 and \$50,000 annually for this kind of publicity, for it pays. Advertising gives the United Garment Workers' label dignity and a standing with the business world. Perhaps more than any other union we have always conducted our organization upon strictly business lines, as against sentimental ones. The conditions that we exact of clothing manufacturers are strict, and we find it profitable to offer tangible return for the privileges we secure. Our label is limited to the better classes of manufacturers, we require that no work shall be done by the contract system, and that all work shall be done upon the manufacturer's premises. This strikes at the sweat shops. Our faith in our own label gives manufacturers confidence. It shows that our organization is stable, and that we propose to give value for value received. We enter into very intimate relations with retailers, and by advertising and other means we intend to increase the sales of union-made clothing. To the public, besides the satisfaction of knowing that they are purchasing garments made under fair conditions, we also offer cleanliness and better workmanship."



"ALWAYS MIXED." CLUB COCKTAILS.

There are more  
TRIBUNES sold  
every day within  
the corporate  
limit of the City of  
Minneapolis than  
all the other local  
English daily pub-  
lications com-  
bined.

*See report of the  
Association of American  
Advertisers.*

## SHREWD ADVERTISING.

Lord Roseberry was distinctly accurate when he described this as the age of advertising. It has been characterized as the age of science, of invention, of steel, of manufactures and many other things, but there is nothing which so permeates the lives of the people as the spirit of self-advertising. Statesmen, politicians, authors, actors and all professional men, as well as merchants and manufacturers, are largely employed in keeping their personality before the public as a matter of business. This disposition to advertise is inevitable as a result of the universal activity and ambition and the consequent rivalry among men. In nearly all occupations those who most deserve success would be neglected but for the constant reminders to the public—not because society is indifferent to merit, but because life is too full and time too precious to permit society to engage in a systematic pursuit of merit. The attention of the public must be directed to the deserving before their claims can be tested.

Naturally there are zealous persons whose chief employment is to discover novel and effective methods of attracting the popular interest. Chief among these methods, of course, is the use of newspaper space. It is recognized by all successful advertisers that while it may be profitable to supplement newspaper with poster, circular and other advertising, the chief reliance must be on the daily newspaper with a large circulation among all kinds of people. Next in importance to direct and open newspaper advertising is newspaper mention as a matter of news. There is hardly any end to the schemes for working in such supplementary "ads." The press agent of the theater racks his brain to invent fetching stories which will advertise his star or his play. How desperate are the means which are employed to catch the attention or arouse the curiosity of the passing throng may be judged from the appearance of persons in grotesque costumes in the public streets. Even

the new books are advertising in this way.

Another form of advertising is referred to by PRINTERS' INK. This is the mention of the article or the name of the advertiser by actors on the stage. According to that periodical, more than one show has been "financed" by a business concern in order that there might be stage advertising, apparently incidental. Several champagne dealers have paid to have their particular brands so mentioned. One champagne concern has gone further. At the closing session of the late Congress Senator Mason made a speech, in which he spoke in high terms of a particular champagne. To achieve an "ad" on the floor of the United States Senate was great. It did not stop there, however. The Chicago *Record-Herald* states that thousands of copies of this speech are being sent out by the champagne house "under the frank of Senator Mason." In an interview the Illinois Senator said he regarded this use of his frank as strictly within the letter of the law, which grants to members of Congress the franking privilege. "Mr. Mason explained that the firm had informed him that it desired to send broadcast copies of the speech for the advertising it contained, and asked him to save it the postage," says the *Record-Herald*. To this he consented. He states, however, that "the firm paid for the envelopes."—*Philadelphia Record*.

## SHREWDNESS AND HONESTY.

An honest merchant made as strong statements about his stock as the *good* would warrant.

What he said was true.  
A shrewd competitor always went his one better.

What he said was not true.  
The honest merchant lost some sales, but saved his reputation.

The shrewd competitor fooled a number of people, but lost their friendship. In the end the honest merchant had the bulk of the business.

In the end the shrewd fellow had nothing but experience.

Moral—Shrewdness is not a desirable quality in dealing with customers.—*Southern Merchant*.

THE character of an advertising agency is known by the kind of customers it gets—and holds.—*The Mahin Method*.

According to a statement compiled by the Cleveland *Plain Dealer*, the Cleveland *Press* carried 46½ columns more paid advertising during the month of April, 1902, than was carried by any other Cleveland newspaper (including the large Sunday issues).

The exact number of columns of paid advertising printed in each of the four Cleveland newspapers shown by this compilation, after deducting 80½ columns of legal printing from the *Plain Dealer*, are as follows:

Cleveland <i>Press</i> (Daily, no Sunday), . . .	1,350½ cols.
Cleveland <i>Plain Dealer</i> (Daily and Sunday),	1,303½ "
Cleveland <i>Leader</i> (Daily and Sunday), . . .	902¾ "
Cleveland <i>World</i> (Daily and Sunday), . . .	607¾ "

This is a splendid showing for the Cleveland *Press* as will be noted. The *Press* is only published six days a week, while the other Cleveland newspapers publish seven.

The Cleveland *Press* shows a gain of 350½ columns of paid advertising for April, 1902, over April, 1901.

The other three papers of the Scripps-McRae League—the St. Louis *Chronicle*, the Cincinnati *Post*, the Covington, Ky., *Post*—are also showing wonderful progress in gains over previous years.

These four successful newspapers now have a combined daily average *bona fide* circulation of over 315,000 copies daily.

The progress shown by these papers demonstrates that advertisers are appreciating the attractive rate and large circulation offered by these desirable publications.

## THE IRONMONGER AGENCY AGAIN.

NEW YORK, May 20, 1902.

*J. Frank Hackstaff, secretary American Advertising Agents' Association, 150 Nassau Street, City:*

**GENTLEMEN**—Our attention has been drawn to a circular purporting to have been issued officially by your Association and since reprinted and widely distributed by PRINTERS' INK, issue of 7th inst., which contains personal reference to our Mr. Hall, to one of our best known preparations, Sozodont, and to the C. Ironmonger Advertising Agency, of which we are a client. It reflects upon our business methods and inferentially casts a slur upon our advertising manager, Mr. Perine. We desire to know by what right you have undertaken to deal with our private business affairs in this open and official manner, or whether there has been some mistake which you will be glad to correct at once with the same degree of publicity obtained by the offending circular. We are reluctant to believe an organization of your standing in the community would lend itself advisedly to the invasion of private rights by questionable methods of publicity, or seek to gratify the wish of any of your members for his own purpose as distinguished from the broad objects of the organization as a whole.

Awaiting your early reply, we remain,  
Yours truly,  
HALL & RUCKEL.

NEW YORK, May 20, 1902.

*Editor of PRINTERS' INK:*

Our attention has been called to an article in PRINTERS' INK for May 7th last reprinting the text of a circular issued by the American Advertising Agents' Association and giving editorially your commendatory remarks thereon. In it there is personal reference to our Mr. Hall, including inferentially a slur upon our advertising manager, Mr. Perine, to one of our well known products, Sozodont, and to the C. Ironmonger Advertising Agency, which handles some of the Sozodont advertising. This is an unwarranted, public invasion of private business which we naturally resent. As the result of an investigation it has been reported to us the circular was inspired by a disgruntled advertising agency, a member of the A. A. A. A. which lost desirable business to the other agency. If this is true it supplies the necessary motive for such an attack, but it will not explain upon what principles of sound business procedure that Association is used by an officer of it as a vehicle for the gratification of personal spleen. We prefer to believe the Association was not formed for any such purpose—that it is a reasonable and reputable organization. Yet we have less to do with the motives and differences of agencies than with the publication of statements reflecting upon ourselves. We must severely condemn the issuance of such statements in an official circular of the A. A. A. A. and the wider distribution of them in the columns of PRINTERS' INK, without reference first to us for the facts. Now that the circular has been published broadcast we

feel it is due us commensurate reparation should be made by both circulators of it wholly apart from the question which the circular sought to raise concerning the Ironmonger Agency. That question included the payment of Sozodont bills. For the information of those who may have been misled by what you have printed concerning us we will say that such bills are discounted at ten days from date of their receipt by us, or failing to secure the usual discount privilege we assume the publishers wish us to pay at our own discretion. We requested the Ironmonger Agency to follow the same policy in order that their method of handling this business might be identical with ours, particularly as the bulk of it is handled direct by us. Publishers report the agency stands well with them and they would be glad to get all the business we may care to place for Sozodont. A publisher who will not grant us the agent's commission will hardly complain if we seek to relieve ourselves of details by placing the order with our accredited agent. When this is done we require the agency shall render with its bills the appropriate original bills as vouchers, which we believe is customary in the business. Your attention to the above will confer a favor upon,

HALL & RUCKEL.

NEW YORK, May 20, 1902.  
*Editor of PRINTERS' INK:*

We notice, with some astonishment, the unwarranted attack on the C. Ironmonger Advertising Agency by the American Advertising Agents' Association, in your issue of May 7th.

As we are, and have been for some time past, clients of this agency (which includes such business as we do not place direct) we are interested, as it reflects upon this firm as well as upon the agency. The business placed by this agency for us has been with the highest class of publications of the country whose management would refuse to accept a contract except from an agency whose credit was highly satisfactory in every respect and we have yet to learn of one publication who has refused our business placed through this agency.

From an investigation which we have naturally made, being interested parties, we have discovered that this attack emanates from an agency who, through their inability to secure all the business of the universe, have used their influence as a member of the A. A. A. A. to cast discredit upon their more successful competitor. It would seem a shame that the A. A. A. A.—which has the means of doing much good—should permit itself to be governed as a one-man affair and permit its name to be used to satisfy the petty spite of a disappointed agent. Respectfully,

THE ABBEY EFFERVESCENT SALT CO.,  
E. E. MORGAN, Gen'l Mgr.

All general advertising agents know that it is very dishonorable for a newspaper publisher to allow the agent's commission to any advertising agent who is not an advertising agent, in fact, that is, to a man who has not an office of his own, a respectable standing and a commercial rating. For the

newspaper publisher to allow the agent's commission to a man who does his own advertising, either direct or through a clerk in his own office, is wicked to the last degree, though a large number of the newspapers are guilty of this sin and explain their position by asserting that the man who does his own advertising is his own agent and on that account entitled to the agent's commission, all of which is equivalent to saying that everybody is an advertising agent who asks to be considered such and the only man who is not allowed the agent's commission is the one who doesn't ask for it. This is the position taken by a good many newspapers, but never by a newspaper that is in fact respectable.

The general agent, on the other hand, has acquired a habit of splitting his commission, yielding a portion to his advertiser; and this practice leads those advertisers who attempt to obtain the commission for themselves to turn over to some general agent orders for papers that will not allow them the agent's commission, thereby getting a part where they have been unsuccessful in their efforts to get the whole. Newspapers consider this action on the part of general advertising agents rather dishonorable and there can be very little doubt that it is so, but those general agents who always have an excuse for everything they do, assert that the commission allowed them is their own to do with as they choose.

These remarks are brought out by the correspondence printed above. It would seem that the young Mr. Ironmonger, advertising agent, is doing the sort of thing that perhaps all the general agents are willing enough to do, and Messrs. Hall & Ruckel and the Abbey Effervescent Salt Co. are advertisers who generally succeed in obtaining the agent's com-

mission, but have availed themselves of Mr. Ironmonger's services for handling a few papers that will not allow them the agent's commission.

It is said that N. W. Ayer & Son of Philadelphia make a practice of allowing advertisers all the commission they get in excess of 15 per cent, and that advertising agents generally allow the advertiser all they get in excess of 10 per cent; and that advertising agents in New York, and in some other great cities, make a practice of allowing the advertiser all the commission they get in excess of 5 per cent; and some of them go so far as to allow the advertiser all they get in excess of 2½ per cent, and it has been suggested that there are cases where, after allowing everything off as above suggested, a further discount is allowed for advance payment, all of which is interesting, and goes to show that the general advertising agency business is somewhat badly cut up. It would be interesting to know whether Mr. Ironmonger gets from Hall & Ruckel and from the Abbey Effervescent Salt Co. as large a profit as a clean 2½ per cent, or whether he has to be contented with something less.

#### THE GOVERNMENT NEVER ACCEPTS STAMPS.

Advertisers in a year's time have to accept many stamps in payment for goods. To refuse to do so would be to drive away patronage. The different departments of the government will not accept stamps as payment, but will invariably return them with a request to forward currency. A mail order advertiser wished to secure a copy of a patent, so sent the amount necessary in one-cent stamps. A few days afterwards a letter was received from the patent office notifying him that stamps are not receivable by the office in payment for fees or dues, but the order would be refilled upon receipt of five cents in currency. This involved the necessity of sending a nickel through the mails.—*Mail Order Journal*.

## No Other City So Well Covered by One Paper.

"No city in America is so well covered by one newspaper as Washington is by *The Star*," says Mr. Geo. P. Rowell, of PRINTERS' INK and the American Newspaper Directory. He adds:

"Any man picking the best list of papers for advertising any given article, high-priced, low-priced or medium-priced, would place *The Star* on that list every time."

M. LEE STARKE, Representative,  
Tribune Building,  
NEW YORK.

Tribune Building,  
CHICAGO

### A STUDY OF THE ADVERTISING SOLICITOR.

It would be unfair to treat of advertising solicitors as a whole or as a class. They should be subdivided into groups, according to their individual methods, characteristics and peculiarities. The markings of each are clearly defined, and each representative falls into his group naturally.

\* \* \*

The first is represented by the whole-souled, honest sensible fellow. No freakish theories, frills or fuss about him, and he does not pretend to know everything about advertising. He wastes neither your time or his own. He submits his proposition in a quiet, pleasing, yet forcible manner, without exaggeration. He represents a good publication; the publication is represented by a good man, the two making a well-balanced combination. He is the type of solicitor you like to rub up against, and feel the better for it.

This group is not over crowded.

\* \* \*

The effervescent individual who bounds into your office, rushes at you with an acquired Roosevelt smile, wrings your hand, expresses solicitude concerning your health, and is apparently overjoyed at the meeting, is another type. You never had the pleasure of meeting him before, and you wonder how he managed to live without your acquaintance. He marvels at your phenomenal success, thinks the man (yourself, of course) who planned and executed your advertising a wonder, and is over-awed in the mighty presence. You feel your efforts have never before been properly appreciated. After his supply of bouquets is exhausted, he discusses advertising in a light, breezy manner, without the least effort.

Five minutes later you try in vain to recall what he has said.

\* \* \*

Now comes the solemn, dignified personage. He represents the "thirdly, lastly, and finally" group. Life, with him, is a serious matter. He removes his hat, gloves and top coat slowly and deliberately, and without a word, that you inwardly

protest, and are tempted to break the spell by requesting him to hurry. He takes the proffered chair with the air of one who makes but one call a day, and takes all day to make it. His voice is as funereal as his face and dress. It never rises or falls, never hurries or lags, but goes on and on in a dirge-like monotone. Each pause, stop, punctuation mark, is in its place. He can recite his piece under any and all circumstances and conditions, without turning a hair. It is unwise to stop him, else he may begin once more at the beginning. He reels off dry statistics covering the growth of his publication from its first issue, twenty years back, to the present issue, and you are thankful he cannot go back a hundred years for more data. You begin to anticipate his arguments, your mind wanders to other subjects, and you arouse from a semi-unconscious condition to a realization that he has vanished.

\* \* \*

You all know the optimist, and he knows it all.

He cannot understand why, with your grand product or article, you do not take much larger space, and appear oftener. He cites scores of large advertisers who make millions a year, and assures you that you would belong to that class if you would but follow his suggestions. He observes you are using a number of periodicals of the same class as his own. You are simply duplicating, and wasting your money.

Take a page or two each issue in his publication, drop the others, and you will cover the entire field, with a good big display, at a minimized cost. You are sure to catch all the readers of that class of literature. The proposition is delightfully simple, and you wonder why you had not thought of it yourself. He appears disappointed that you do not adopt the plan on the spot, and leaves with "big space, uninterrupted insertions, no duplication" ringing in your ears.

\* \* \*

Then there is the type that goes after business with a club. He comes at you with an "I've got you

now" air. He has something up his sleeve, and you know it. He parries a little, by discussing the weather, war, political situation, etc. You assist in carrying on the farce, wondering at the same time in what particular form it is going to break out. He produces his sample copy, with two top corners turned down. He displays the advertisements of one or two of your competitors, tells you of the size of space and number of insertions contracted for, interjects a few comments calculated to rouse your fighting blood against all trade opposition, leans back in his chair, and rests his case. Upon leaving, he probably thinks that, in this particular case, he should have brought an axe.

\* \* \*

The scholarly appearing, immaculately attired, and faultlessly groomed individual should not be accused of representing a type or group, as he might object to being classed with advertising solicitors. He has not called upon you with the intention of soliciting an order, and tells you so frankly at the start. But he trusts you may be able to spare a few moments of your time in discussing general advertising from a broad standpoint. He has given your proposition careful thought and consideration, and if he "would be allowed to make a few suggestions," etc. You learn that you have been narrow minded and niggardly in your advertising campaign. You could have placed your appropriation to much better advantage. Your copy and cuts are poor. He bedevils and belittles the advertising you have done in the past, but does it in such a smooth, polished manner that you are helpless, and can enter no defense. He then unfolds his plan. He is willing that others should get a share of your appropriation, but takes particular pains to place his publication above everything else. You learn from him that his proposition is so good that you feel tempted to close a contract there and then. You recall, however, that he is above direct or personal solicitation, and you reluctantly pass him up.

**I**N the Gas Belt of Indiana there are nineteen cities in which the circulation of

## *The Muncie STAR*

exceeds that of any daily newspaper published therein. The names of these cities, together with the STAR'S paid circulation in each, will be furnished to any interested advertiser. More than 20,000 copies are sold every morning.

PITTSBURGH, PA.,  
March 30, 1902.

PITTSBURGH TIMES,  
4th Avenue, City.

*Gentlemen:*

You will no doubt be pleased to learn that our advertising in the Pittsburgh TIMES has brought us a much larger volume of inquiry, especially in regard to our Banking by Mail-system, than any other daily paper. As we are enabled to keep a very accurate record of the returns, we speak with a definite knowledge of the facts.

Very truly,  
PITTSBURGH BANK FOR SAVINGS,  
By Wm. J. Jones,  
*Secretary-Treasurer.*

PERRY LUKENS, JR.,  
*N. Y. Representative,*  
Tribune Building, New York.



## TWENTY-SECOND WEEK.

In the 1902 PRINTERS' INK ad forts. A pamphlet setting forth competition nine competing advertisements were received in time for consideration and report in this issue of the Little Schoolmaster. Of these, the one reproduced on the opposite page is thought to be the best submitted during the respective week.

This advertisement was constructed by Ryerson W. Jennings, 1400 South Penn Square, Philadelphia, and it appeared in the Doylestown, Pa., *Daily Intelligencer*.

In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK, good for one year from date of presentation, was sent to Mr. Jennings when the marked copy of the paper was received. Two additional coupons, one to Mr. Jennings and one to the advertising manager of the *Daily Intelligencer*, were sent in accordance with the terms of the competition when a selection of the best ad for the twenty-second week had been made.

Mr. Jennings' advertisement will now be placed on file, and it will have further consideration later on, as specifically provided in the contest regulations.

Each of the eight unsuccessful competitors for the honors of the twenty-second week received a coupon good for one year's subscription to PRINTERS' INK, as a partial consideration for their ef-

forts. A pamphlet setting forth the terms and conditions of the contest is now ready. Its twenty pages contain the reproductions of the best advertisements for the first fifteen weeks. All progressive young men ought to be interested in the preparation of good advertisements. If so, it may be worth while to look over the previous attempts to gain the three cash prizes offered by PRINTERS' INK.

The pamphlet will be mailed free of charge upon request.

Adwriters everywhere will be interested in the progress of this prize contest and in taking note of the genius and ability exhibited by the adsmiths, amateur or professional, who take a part.

Amateur adsmiths will not fail to note that the competition also offers a rare opportunity to have their successful work passed upon, not only by the Little Schoolmaster in the Art of Advertising, but by all his pupils everywhere, and the class includes the successful advertisers of the civilized world.

No one is barred from competing. Ad experts, editors, printers, business people, especially young men, are expected to do so. Mere wordings and fine writing may have much less show than the rugged, homely expression of the less literary talent. What is wanted are true, strong virile statements of facts. The principal fact to be emphasized is why a business man, especially every young business man, should read the Little Schoolmaster.

# Printers Ink

is the "know how" of the advertising world. It has helped more people over the rough road to successful advertising than all the other advertising mediums combined. It has royally earned its title of

## The Little Schoolmaster

of advertising. Many merchants have testified, time and time again, that until they had learned their advertising lesson from its pages, they had been guessing about the most important part of their business.

Nine out of ten men who are earning big money by ad-writing will tell you that Printers' Ink was the beginning and the end of their advertising inspiration. What it has done for others it surely will do for you. Send 10 cents to the undersigned for a sample copy. \$5 brings 52 copies a year, each number brimful of hints and helps.

George P. Rowell  
10 Spruce St.  
New York.

Double Screened  
Lehigh.

Double Screened  
Lehigh.

## S. TUTTLE'S SON & CO.'S Lehigh Coal.

We are this year handling the famous Cross-Creek Lehigh, unquestionably the peer of all grades of anthracite. With the installation of the most modern machines we are prepared to reinforce our position as the house most competent to consistently render satisfaction to our patrons.

Price \$5.25 Per Ton, Stored.  
Yards Everywhere.

Double  
Screened  
Lehigh.

Double  
Screened  
Lehigh.

### YARDS EVERYWHERE

40 Broadway, below Wythe Ave.  
Broadway, bet. McKibbin St.  
Diggs Ave., Near Grand St.  
Grand Street, Cor. Lorimer St.  
Myrtle Ave., Bet. Washington Ave. & Hall St.

### YARDS EVERYWHERE

Kent Ave.-Foot of Wilson St.  
Myrtle Ave., Cor. Throop Ave.  
Fuller St., Bet. Bedford & Nostrand Ave.  
Newtown Creek, Bet. Grand St. &  
Metropolitan Ave.

WHO SAYS COAL IS AN UNPOETIC ARTICLE TO WRITE ADS ABOUT? REPRODUCED FROM THE BROOKLYN "EAGLE."

### RISE OF TWO REPORTERS.

In the early fifties in the little city of Augusta, the capital of Maine, two young journalists started their careers, the one on a Republican and the other on a Democratic paper. Side by side they used to sit in the gallery of the old State House and report the legislative debates. Later he of the Republican faith sat in that self-same legislature, and later still became its speaker. He of the Democratic faith later abandoned journalism for the law, and later still made his way westward and settled in Chicago. In 1888 Grover Cleveland sent for Melville W. Fuller and made him chief justice of the supreme court of the United States. Mr. Fuller's

early rival had not in the mean time been idle, and in 1898 Benjamin Harrison succeeding Grover Cleveland in the executive office, James G. Blaine became secretary of state. So the two former reporters, who had sat cheek jowl in the State House galleries at Augusta, met again, after a lapse of a little over 30 years.

PEOPLE are not nearly so fond of reading big black type as some advertisers suppose. There is nothing so strong in human nature as curiosity. People are interested in everything that they don't fully understand. This trait in the reading public makes it profitable for the merchant to tell his story in detail in his advertising space.—*Business Problems*.

## OUTDOOR ADVERTISING.

Outdoor advertising should be what its name signifies—suitable for reading out of doors. This means of a kind the pedestrian can "read as he runs"—sufficiently large for prominence, legible, easy to read. We don't stop in the present day for anything. If, at the end of a month, a man remembers Kennedy's Oysterettes, it is because their poster at the foot of his elevated car station has brought its story to him often, unasked, and with the minimum of extra work. It was simply there and he could read it.

Then it should be of a kind that he will read. He may be engrossed in something else. It should catch his eye, command his attention. To accomplish this no pains should be spared. The headlines and illustrations should be striking. That is true of all advertising. But in addition, any device that the ingenuity of artist or writer can suggest is desirable. Alliteration, color, jingle, play on words, bold and pronounced display—all these freely used will be found to produce good effect. Do you ever have a happy idea for a phrase or catch-word? Then this is the place of all others where it will serve you well. In all kinds of advertising, desirable here, it is the one thing essential. The American people like extremes. They crave the sensational, the highly colored, the incongruous. Serve them up your cleverest thought, well boiled down and dressed in fantastic garb. You may then make a hit at out-door advertising.

In the advertising of special articles the out-door method is the ideal one for reaching consumers. Repetition! After all, that's the psychological basis of most firmly fixed impressions. To see a thing that's striking, and to see it often—both are necessary to make us remember it. But the oftener the better. And it is the sign-poster that is always with us.

For department-store advertising, a bargain-sale offered for some particular reason may well be given a certain amount of publicity beforehand through the judicious use of out-door announcements. And a detailed description of prices is, of course, wholly out of place. If we are interested in bargain-sales of winter suits or furniture the place we naturally go to is the columns of the daily newspaper. It is the special article, not the entire line of goods, which finds its best, most profitable publicity in out-door advertising.

M. R. EDMONDSON.

## FIRST BE SURE YOU'RE RIGHT.

All advertising is not successful. Hundreds of thousands of dollars are wasted in newspaper space every year, but in a majority of cases it is not a difficult matter to put a finger on the cause of failure. It is possible to try out a plan before dropping a fortune in boozing it.

*Agricultural Advertising.*

WHERE advertising properly represents the store, and the store properly lives up to its advertising, you have all the component elements of a first-class business success.—*Business Problems.*

## Classified Advertisements.

*Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.*

## WANTS.

**T**HE TIMES-DEMOCRAT, Charlotte, N. C., leads all semi-weeklies in the State.

**T**HE CHARLOTTE NEWS heads the list of afternoon papers in North Carolina.

**S**HORT stories wanted. Send MSS. on approval to THE UNITED PLATE & PRINT CO., Canton, O.

**S**ITUATION wanted as newspaper circulator. Experienced on large dailies. References. Address "L. B. 2," New Paris, Ind.

**M**ORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

**W**ANTED—Reliable person to solicit advertisements in New York, also one in Chicago and one in Boston. Liberal pay. TEACHERS' GAZETTE, Milford, N. Y.

**W**ISH to make moderate investment in technical or class paper property, whole or part interest. New York monthly preferred. "G. V. A.," care Printers' Ink.

**M**ARRIED: Literary ability and business experience. Want cash buyers for offspring: Business-bringing advertisements and booklets. ASTER YE SCRIBE, P. O. Box 468, New York.

**P**RINTER about to open plant will make arrangements with parties for production of up-to-date mercantile works, pamphlets, etc., at unusually low figures. "ECONOMICAL," Printers' Ink.

**W**ANTED—Good hustler, with experience and ability, can secure half interest and management of the ARKANSAW TRAVELER, Chicago, on reasonable terms. Give full particulars.

**I** AM a young man and desire to work in office of a newspaper, advertising agency or newspaper representative. Have some experience and a hustler. Will go anywhere. References. "BUSINESS," care Printers' Ink.

**I**F you knew of a young man with energy, experience and ability in advertising work who would come to work for you at a nominal salary until he had demonstrated his ability, would you write him? "WALDO," care of Printers' Ink.

**T**HE publishers of the Chicago *IRKANLITE* desire to engage the services of a bright Jewish writer to fill the position left vacant by the death of Dr. Julius Wise ("Nickerdown"). Address LEO WISE & CO., 334 Dearborn St., Chicago.

**I**F there is a newspaper anywhere in the East with over 3,000 circulation that could use the services of an enterprising, energetic and competent young advertising man, with ability to increase that circulation and hustle advertising, I would like to hear from the publishers. "PUSH," care of Printers' Ink.

**C**ANVASSER wanted to sell PRINTERS' INK—a journal for advertisers—published weekly at five dollars a year. It teaches the science and practice of Advertising, and is highly esteemed by the most successful advertisers in this country and Great Britain. Liberal commission allowed. Address PRINTERS' INK, No. 10 Spruce St., New York.

**W**ANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address GEORGE P. ROWELL & CO., 10 Spruce St., New York.

**W**ANTED—Men who have made a special study of the advertising business, with ability to write articles and prepare and read papers on the various branches of the advertising business. State full particulars as to experience. Real ability and thoroughness will receive good pay. Occasional work or a permanent position. You might do considerable work for us without interfering with your present occupation. "ADVERTISING," P. O. Box 1633, New York.

## PRINTERS' INK.

**WANTED**—There is a very promising future for the right young man, one who is or has been employed in an advertising agency or clerk to one who is thoroughly understanding the clerical part of the business and is capable of developing into a good all-around man. Write to **ADVERTISER**, care of Printers' Ink, 10 Spruce St., New York.

## CAPS.

**DANBURY HAT CO., N. Y.**  
Caps quick—any ad embroidered on.

## COLOR PLATES.

**CHEAP COLOR BLOCKS** for catalogue covers, blotter designs, etc. **MAIL CUT CO.**, Phila.

## PHOTO ENGRAVING.

**HALF-TONES** for the job department. Finest cuts at lowest prices. **THE STANDARD ENGRAVING CO. OF NEW YORK**, 61 Ann St.

## MAIL ORDER GOODS.

**RAPID** sellers for mail order dealers and local agents. Circulars and electro free. **RELIABLE CO.**, P. O. Box 2026, New York City.

## MAIL ORDER.

**BIG MONEY** made in mail-order business. Our plan for starting beginners is remarkably successful. **CENTRAL SUP. CO.**, Kansas City, Mo.

## PAPER.

**IF** you use Coated Book Paper, send to us for samples and prices. Three full lines in stock. **BASSETT & SUTPHIN**, 45 Beekman St., New York City.

## TO LET.

**TO LET**—Three offices at No. 10 Spruce St. Rent, \$600, \$500, \$400, respectively. Apply to **GEO. P. ROWELL & CO.**, owners, on the premises.

## ELECTROTYPE AND STEREOTYPES.

**ELECTROTYPE** or stereotyped cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 211 North Third St., St. Louis, Mo.

## STOCK CUTS.

**WHEN YOU SEE** a line cut you want, clip the proof and mail to us with 50c. and we will send you a good plate from it, same size—if not over column wide. **MAIL CUT CO.**, Philadelphia.

## CARBON PAPER.

**CARBON** papers for pen, pencil, stylus and typewriter. Catalogue of 50 varieties for the asking. A liberal supply of samples for 10 cents in stamps. **WHITEFIELD CARBON PAPER WORKS**, Red Bank, N. J.

## MEN'S HATS.

**TRY A DANBURY HAT.** We will duplicate in style, quality, workmanship and finish for \$2 any \$3 hat sold by retail stores in New York City. **DANBURY HAT CO.**, 22 Desbrosses St. and 232 W. 125th St., New York.

## NEWSPAPER METALS.

**BLATCHFORD METALS**—stereotype, linotype, electrotype, monotype—are cleanest, easiest flowing, longest wearing. Send for booklet, "Metal Lore," E. W. BLATCHFORD & CO., 54-70 N. Clinton St., Chicago. "A Tower of Strength."

## PREMIUMS.

**RELIABLE** goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. **S. P. MYERS CO.**, 45-50-52 Maiden Lane, N. Y.

## FOLLOW-UP SYSTEMS.

**PRINTED** matter telling all about them free. **THE SHAW-WALKER CO.**, Muskegon, Mich.

## UNIFORM CAPS.

**ESTIMATES** and samples promptly furnished. **DANBURY HAT CO.**, 22 Desbrosses St., N. Y.

## RUBBER STAMPS.

**RUBBER STAMPS**—Send for complete catalogue. Finest ever manufactured, at lowest prices. **F. C. WILLCOX, Mfr.**, Hamburg, N. J.

## PRESS CLIPPINGS.

**UNITED STATES PRESS CLIPPING BUREAU**, 153 LaSalle St., Chicago. Clippings to order on any subject from all current American newspapers.

## STEREOTYPE OUTFITS.

**COLD** Simplex stereotyping outfit, \$13.50 up. Two engraving methods, with material, \$2.50. Foot-power circular saw, all iron, \$27. **HENRY KAHERS**, 240 E. 33d St., New York.

## MULTIPLATE PROCESS PRINTING.

**5,000** LETTER HEADS on a fine linen paper for \$8. Send for samples. Other good things just as cheap. **CLARK & ZUGALLA**, Printers and Paper Dealers, 83 Gold St., N. Y. City.

## ELECTROTYPE.

**WE** give special attention to making of good electrotypes for newspaper ads. Prompt. Out-of-town work done carefully as city. **RAISBECK ELECTROTYPE CO.**, 24-36 Vandewater St., N. Y.

## PRINTERS' HELPS.

**BONDS, CERTIFICATES** and DIPLOMAS. Send for samples and estimates; also lithographed blanks, to be completed by type printing; large variety of patterns. **ALBERT B. KING & CO.**, Lithographers, 106 William St., New York.

## PRINTERS' MACHINERY.

**WE BUY, SELL OR EXCHANGE** Printers' machinery, material and supplies. Type from all foundries. Estimates cheerfully furnished. Quality above price.

**CONNER, FENDLER & CO.**, N. Y. City.

## ADDRESSES FOR SALE.

**ONE** thousand new and selected Northern New York addresses, arranged alphabetically, one dollar. **G. H. PHILLIPS**, Ogdensburg, N. Y.

**S. O. ARIZ.** Bus. and Tucson City Directory combined, \$2. Names 6,000 stock ranchers, 3,000 heads of families, \$2.50. Write for all classes names. **ARIZONA DIRECTORY CO.**, Tucson, Ariz.

## HALF-TONES.

**80** C.—1 col. half-tones, postpaid. Special terms and bases to publishers. **MAIL CUT CO.**, Philadelphia.

**HALF-TONE** cuts, coarse screen, for newspapers, extra deep. Single col., \$1; double col., \$1.50. Send cash with order and we deliver free anywhere in U. S. **GRANT ENGRAVING CO.**, 112-114 North Ninth St., Phila., Pa.

## ADVERTISING AGENTS.

**THE CENTRAL ADVERTISING AGENCY**, Canton, Ohio, controls first-class Ohio publications. Write for combination rates in *Canton News-Democrat*, *East Liverpool Crisis*, *Massillon Times* and *Cleaner*.

**TO** Prospective Advertisers—The request for price lists having become so extensive, in future my confidential Special Offers will only be sent free to parties who place business through my agency. Any one in good faith desiring the lists can have them mailed postpaid for one year upon receipt of one dollar, which can be deducted from the first order sent for advertising to **STANLEY DAY**, New Market, N. J.

## SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

## TRANSLATING.

ADVERTISERS needing the services of thorough and practical translators should communicate with THE CANADIAN TRANSLATING BUREAU, Room 23 Ferrier Block, 1506 Notre Dame St., Montreal, Can.

Specialty : Translation of English into French.

## ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MADE FROM SPIKE NAILS. Knives, forks, spoons, cigar box openers, etc. Best adv'g novelty, best seller at resorts. Samples. Pan-Am. Expo'n souvenir, 15c. Booklet for asking. WICK HATHAWAY'S CONCERN, Box 100, Madison, O.

## SUCCESSFUL CIGAR ADS.

ONLY recently I was offered a tempting price for the scrap-book containing the original matter used in booming the Blizzard Cigar Co.'s sales. Not wishing to part with the original, I have, at the request of a number of dealers and manufacturers, undertaken to publish a number of fac-simile copies. A limited number of copies now offered for sale. Over 500 display ads and locals, together with the different schemes which brought the Blizzard Cigar Factory fame and thousands of dollars. For details regarding same address MAX BURG, New Ulm, Minn.

## MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

NO. 1 type used in the Wallace & Co. addressing machine. A saving of from 50 to 75 per cent over all systems. The machine does the work of forty expert penmen daily. Mailing lists addressed in fac-simile typewriting directly on wrappers, envelopes, postals, etc., automatically at the rate of 1,000 per minute. Our machine has caused many so-called addressing machines to appear in the market, but our machine is the only simple, practical, successful and economical one now in operation among the large publishers throughout the country. PRINTERS' INK, Butterick Pub. Co., Gentlewoman Pub. Co., *Comopolitan Magazine*, *Frank Leslie's Monthly*, McCall Co., A. D. Porter Co., *Comfort*, Augusta, Me.; Cushman's Couple, Boston, Mass.; Press Pub. Co., Lincoln, Neb.; Home Life Pub. Co., Chicago, Ill.; W. B. Conkey Co., Chicago, Ill.; *Home Magazine*, Washington, D. C., and scores of others use, approve and endorse our machine. Send for circulars. WALLACE & CO., 29 Murray St., N. Y. City.

## BOOKS.

DEPARTMENT STORE DIRECTORY. \$1 postpaid. 253 Broadway, New York.

MAKING A COUNTRY NEWSPAPER—Text-book for newspaper makers. Worth its weight in gold in practical instruction. Subjects treated: the man, field, plant, paper, news, headings, circulation, advertising, etc., etc.; how to make a newspaper and better selling paper; how to get news, advertising, circulation. No book like it. Saves time, lessens worry, earns money. Indorsed by leading newspaper men. Bound in cloth, \$1 postpaid. THE DOMINION COMPANY, 334 Dearborn St., Chicago.

READY-MADE ADVERTISEMENTS. Messrs. Geo. P. Rowell & Co., 10 Spruce St., New York, send the *Case* a handsome 28-page book entitled "Ready-Made Advertisements." The book contains besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar. —*Case* *Cue*.

The book will be sent to any address upon receipt of one dollar. GEO. P. ROWELL & CO., 10 Spruce St., New York.

## ORIGINAL DESIGNS.

I DESIGN Labels, Borders, Illustrate Ads. DOROTHY D. DEENE, 3335 Vincennes Ave., Chicago.

## COIN CARDS.

KING COIN MAILERS, Beverly, Mass. Sample free. \$1.00 per M in large lots.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

## EXCHANGE.

TO EXCHANGE.—A good California farm for a good newspaper or controlling interest therein, worth \$7,000 to \$10,000. W. J. LEAN, San Jose, Cal.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

## BUSINESS OPPORTUNITIES.

100,000 CIRCULATION per week for four weeks in Illinois or Wisconsin country newspapers. \$10 for five lines. Send copy and remittance to CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

INCREASE income without loss of time, investment of money, or neglect of regular business, by working in connection with the FINANCIAL INQUIRER, 55 Liberty St., N. Y. No matter where located. Particulars and sample copy on application.

TWENTY per cent per annum business for sale. Safe investment in old-eas'd engraving and electrotyping plant in one of the largest cities on Great Lakes. Cleared over \$7,000 last year. Illinois only reason for selling. A rare opportunity for right man. FISHER, 638 Ellicott Sq., Buffalo.

You don't hesitate to cross the ocean because there are some risks about it.

You trust to the skill of the boat-builder, the captain, the chief engineer and the man at the wheel.

You don't insist on running the boat yourself. You make use of the brains, skill and labor of others. Why shouldn't you do the same thing with your advertising?

Why shouldn't you unload the detail and responsibility on the shoulders of the corps of writers and illustrators who are here waiting your orders?

Why not have yours the most noticeable and notable ads in your trade?

Write to me about it.

CHARLES AUSTIN BATES  
VANDERBILT BUILDING, NEW YORK.

## MISCELLANEOUS.

**P**UBLISHERS' COMMERCIAL UNION; a credit agency covering all advertisers and agents; every publisher needs it. Details at Boyce Bldg., Chicago, or Temple Court, New York.

**T**HE BODEGA XXXX WHISKY. A special brand 10 years old, one gal. or 4 full quarts, \$3. Send check, p. o. or ex. order. J. W. CALNAN & CO., Distillers, 331 Tremont St., Boston, Mass.

**W**ANTED—Good hustler, with experience and ability, can secure half interest and management of the ARKANSAW TRAVELER, Chicago, on reasonable terms. Give full particulars.

**T**HE advertiser has facilities for furnishing information of all sorts obtainable from the Governmental Departments, and the service is rendered for a moderate compensation. Address A. V. LEWIS, 739 Eighteenth St., Washington, D. C.

## PRINTERS.

**5,000** NOTEHEADS, \$4. Good paper, good printing. Send copy and cash with order. JOHN FAWCETT, Printer, Delphi, Ind.

**500** LINEN letter-heads, ruled or unruled, printed, \$1.25. First-class work, prompt. Samples free. CENTRAL SUP. CO., Kan. City, Mo.

**I**F you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

**A** SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too.

PRINTERS' INK PRESS,  
10 Spruce St., New York.

## FOR SALE.

**T**HE best city in North Carolina is Charlotte. THE NEWS reaches twice as many of its people as any other paper.

**T**HE best county in North Carolina is Mecklenburg. THE TIMES-DEMOCRAT reaches twice as many of its people as any other paper.

**A** TWO-REVOLUTION press, Campbell Intermediate, complete order, large enough for a 6-column quarto. Address BAINBRIDGE REPUBLICAN, Bainbridge, N. Y.

**A** JOB office at Sidney, N. Y., well equipped for good work. A good chance for a good man to make money. Address BAINBRIDGE REPUBLICAN, Bainbridge, N. Y.

**C**OPYRIGHTED "AD" Scheme.  
Application,  
Newspapers; Subject, Base Ball.  
To Let. Address  
W. M. C. TILLINGHAST,  
391 Main St., Springfield, Mass.

**P**RESSES FOR SALE—A Goss perfecting press, 5 column quarto or 8 column folio, with curved plate stereotyping machinery. Guaranteed in first-class condition. Can be seen in operation. Will be sold cheap. Also Cranston drum cylinder, 29x36, with back up motion and tapeless delivery, and a 28-inch paper cutter. Address "MACHINERY," care Printers' Ink.

**E**VERY issue of PRINTERS' INK is religiously read by many newspaper men, printers, as well as by advertisers. If you want to buy paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

## ADVERTISING MEDIA.

**H**ARDWARE DEALERS' MAGAZINE. Sample copy 10 cents, New York City.

**25** CENTS per inch per day; display advertising, flat rates. ENTERPRISE, Brockton, Mass.

**40** WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 8,000.

**P**OPULATION, city of Brockton, Mass., 40,000. The Brockton ENTERPRISE covers the city.

**R**EACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

**A** NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

**P**ROFITABLE PUBLICITY, Stewartstown, Pa. Want ad's \$2.50. Ad's sc. line. Press work \$5.00 to \$6.00 thousand. Pub. send for our adv.

**A**DVERTISERS' GUIDE, Newmarket, N. J.—Circulation, 5,000. Mailed postpaid one year, 25c. Ad rate 10c. nonpareil line. Close 24th. A postal card request will bring sample.

**O**NLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

**P**EOPLE who want to reach Western readers with their business should consult the Billings (Mont.) TIMES. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

## ADVERTISEMENT CONSTRUCTORS.

**I**F you sell goods at retail, ask our customers about our cuts and ads. THE ART LEAGUE, New York.

**W**RITING NEWSPAPER ADS is a specialty with WILLIAM L. OSTROM, Olean, N. Y. If you need assistance, write.

**Y**OU want vigorous, common sense ads. Let me write and illustrate some for you. Write for samples. COMMON SENSE ADVERTISER, Saginaw, Mich.

**I** WRITE sensible, convincing, honest talk for booklets, circulars, ads. Illustrate and print too. My literature free to interested people. ROSS D. BRENNER,  
Keith Bldg., Philadelphia.

**A** LARGE percentage of the advertising done to-day is second-rate stuff. I'm mortally "fraid" yours is of this class. Five of my kind—the right kind—built for any business under the sun, for \$1 cash with order. W. RAY TOWNSEND, 459 Vermont St., Buffalo, N. Y.

**D**CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**A** DWITRATORS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

**A** If you are willing to pay me a trifling more to have your advertising "things" quite different from other people's, I believe I can be profitable to you. That "extra trifling" pays me to make things with an unlikeness that is apt to keep them out of the Waste Paper Basket. Many advertisers remembering that other people treat commonplace "stuff" precisely as they do, illustrate economy by paying me for Circulars, etc., sufficiently attractive to escape that "W. F. B." If you suspect yourself of such a "willingness" I'd be glad to mail you a lot of my "doings" for you to ponder at your leisure. I wonder if you actually do harbor such suspicion? No postal cards in reply to this please.

ARE YOU!  
No. 10, 408 Sansom St., Philadelphia, Pa.

# WHAT PRINTERS' INK. DID!

DENTON, TEXAS, May 22, 1902.

Editor of PRINTERS' INK.

One little experience we have had with PRINTERS' INK should be of interest to the so-called "country" newspaper men of the United States.

Messrs. Minnis & Curtis, druggists of this city, last year carried with us a 5-inch weekly contract. Late in the year, being asked to recommend a good advertising periodical, I suggested PRINTERS' INK. They subscribed. When renewal time came, the first of January of this year, they doubled their contract—taking 10 inches every week for the year. Yesterday they killed their old contract, substituting therefor another "double," agreeing to take 10 inches double column for the next twelve months. From 5 inches to 20 inches after reading PRINTERS' INK for little more than six months is a somewhat remarkable record and we doubt if it can be equaled by the reader of any other paper for advertisers.

Mr. O. M. Curtis, the junior member of the firm and who has charge of the advertising, especially since he began the study of PRINTERS' INK six months ago, has written some remarkably good advertising, some of which could well serve as models for drug stores in towns of 5,000, where the conditions are the same as here.

A regular reader and close student of the Little Schoolmaster myself, I know I have materially increased my paper's advertising income by writing ads and submitting them to non-advertisers, any talent I may have in that way being directly due to my weekly study of PRINTERS' INK.



Publisher of THE RECORD AND CHRONICLE.

# Five \$100

The great newspapers of Chicago, ~~and~~ and San Francisco allow the actual figs of

The great newspapers of New York do  
tion than is practiced in any other, yet  
its actual issue to be known.

The *New York Journal* for Sunday, for  
line, across its first page, which read

**The Circulation of the Sunday American**

**the Combined Circulation of the**

PRINTERS' INK will pay a hundred dollars  
statement from any one of the five persons  
for a complete set of such statements.

By an honest statement is meant one  
by the *Philadelphia Record*, *Chicago Tribune*, *Democrat*, *Cincinnati Times-Star*, *Boston Herald*.

This offer will remain open for one month.

NEW YORK, June 3, 1902.

# Rewards

go, Philadelphia, Boston, Cincinnati, St. Louis  
1 figs of their circulation to be known.  
newspaper do more boasting about circula-  
mer, yet not one of them will allow

Sun, May 25th, prints a conspicuous  
read

mean and Journal is Greater than  
n of World, Tribune, Press and Times.

ound dollars for an honest circulation  
vers named, or five hundred dollars  
ents

neatly an one as is furnished regularly  
ago *World-Herald*, St. Louis *Globe-Dem-  
on* or *San Francisco Call*.  
for month.

**PRINTERS' INK.**  
A JOURNAL FOR ADVERTISERS.  
Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

<sup>13</sup> Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

<sup>13</sup> Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain a special consideration.

<sup>13</sup> If any person who has "paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

**ADVERTISING RATES:**  
Classified advertisements 25 cents a line: six words to the line, pearl measure; display 50 cents a line, 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

**OFFICES:** NO. 10 SPRUCE ST.  
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JUNE 4, 1902.

We are acquiring education in the art of advertising. As in all the arts, it is not in its most obvious and insistent aspects that we find the most satisfaction. Something must be left to the observer and the reader. In the artistic ad we are never at loss to discern the implied quality of a business. It creates an atmosphere, establishes unconsciously a feeling of confidence—or the reverse.



On May 21, 1902, the Little Schoolmaster addressed a reply postal card, of which a copy is printed below, to the publishers of all agricultural, dairy, horticulture, floriculture, drainage and irrigation, live stock, horses, birds and pet animals publications in the United States and Canada, nearly six hundred papers all told.

**PRINTERS' INK** intends to award a Sugar Bowl to that agricultural paper, weekly, semi-monthly, monthly, or however issued, that better serves its purpose than any other as an educator and counselor for our agricultural population, and as an economical medium for communicating with that class through its columns, price and value considered. Inasmuch as no claim has been set up for your paper, we presume that you would not assert that yours is the superior of each and every other that can be named. Up to the present time the candidates for the award of sunerior excellence appear to be the *Country Gentleman* of Albany and the *Farm Journal* of Philadelphia. There are three weeklies, known as the *New England Homestead*, the *Orange Judd Farmer* and the *Ameri-*

*can Agriculturist*, all said to be separate editions of the *American Agriculturist* and entitled to be treated as one paper. If so treated, the *American Agriculturist* may be considered a candidate. We desire that you will return this postal card after filling in the space left for the purpose, first, with the name of your own paper, second, the name of the paper you believe to be entitled to the Sugar Bowl.

Up to the date of going to press replies had been received from one hundred and one publishers. The votes cast resulted as follows:

*Country Gentleman*, 19.

*American Agriculturist*, 20.

Scattering, 30.

*Farm Journal*, 32.

The scattering thirty votes contained the names of seventeen different publications, five of them being for the Dallas (Tex.) *Farm and Ranch*, the *Rural New Yorker* and the *Agricultural Epitomist* receiving two votes each.

The proprietor of the St. Joseph (Mo.) *Modern Farmer* doesn't care a continental who gets the Sugar Bowl.

The Lincoln (Neb.) *Nebraska Dairymen* and *Up-to-Date Farmer* writes he has never seen a copy of either the *Farm Journal*, *American Agriculturist* or *Country Gentleman*.

The Detroit (Mich.) *Michigan Farmer* believes "the Sugar Bowl should be awarded to the most deserving one," but is too modest to say who he thinks it is.

The man who owns the Amarillo (Tex.) *Live Stock Champion* would "award the prize to the man who will pay **PRINTERS' INK** the most money for the ad."

MAKE your ads to the point. Let the people know in a way most convenient for them to read just what you have to offer at certain prices, and when they respond have your goods so displayed that examining and buying will be a pleasure.

By way of attracting new members the Brooklyn Young Men's Christian Association offers two weeks free trial of its privileges, including baths and gymnasium. The street cars are used to advertise this feature, and every young man who applies is given a ticket good for two weeks, absolutely free of cost.

IN some extreme cases the first advertising mediums needed by merchants who have never advertised are soap, paint, putz pomade and elbow grease.

THE Port Huron (Mich.) *Daily Herald* is only a little over two years old and during that time has attained an average weekly circulation of 2,505, as shown by the publishers' detailed report covering the year ending October 28, 1901, on file at the office of the American Newspaper Directory. The publishers now claim a circulation of nearly 3,000 copies per day.

IN the injunction proceedings brought by George A. Kessler & Company to restrain one of their wine agents from going over to Fred de Bary & Co., the court held that the services of such an agent were not "so special, unique and extraordinary" as to call for restraint, and that the agent is free to work for whomsoever he sees fit.

IT is a singular and pertinent fact that newspaper publishers who have entered into an agreement to spend no money for space in advertising journals—to use, as it were, as few of the tools of success as possible—are seldom dilatory or modest about sending to those same advertising journals any item that may stand a chance of being printed free as a press notice. A singular and, upon the whole, a pertinent fact.

MAN in England suggests traveling drug stores, believing that the horny-handed tiller of the soil has too little time to go into town to purchase medicine, and the *Michigan Tradesman* considers it a very good idea for adoption in the United States. It would seem as though the rapid extension of our postal service was providing the farmer with moving drug stores, moving hardware stores, moving bicycle repair shops and a veritable perambulating emporium. Merchandise naturally takes the course traveled by the rural mail carrier, and the moving drug store that appeared after him would be a distinctly unavailable quantity.

"**T**HERE is no other paper that has the news, like the New York *Sun*. I constantly find in it interesting things that the other papers don't have."

"**T**here is no paper that tells the news as it really is, like the New York *Sun*. No other paper gets so close to the facts."

"**I**f I was intending to read but one New York paper I would subscribe for the *Sun*."

PRINTERS' INK recently overheard the three commendations printed above. They were made by three persons, neither one having heard the expression of the other. They were simply expressions dropped by readers of a Sunday morning on the piazza of a summer resort.

EDWIN L. GODKIN, former editor of the New York *Evening Post*, died from a stroke of apoplexy in England, May 20. Mr. Godkin was seventy-one years old, was a native of Ireland, came to the United States in 1856, wrote for the *New York Times*, was made editor of the *Nation* upon its establishment in 1865, and became editor of the *Post* in 1881, resigning in 1894, though continuing to write for it until 1899. He was an active opponent of Tammany, and held a place as civil service commissioner under Mayor Strong. During the last two years of his life he spent much of his time in England.

MR. BRYAN'S *Commoner* announces that it has secured the services of Steve W. Floyd to represent that paper in the Eastern field and Steve goes around asserting that he has secured the *Commoner*. It is evident that one of them has got the other. Mr. Chas. W. Bryan, business manager of the *Commoner* of Lincoln, Neb., says:

The *Commoner's* steady growth during the seventeen months of its existence demonstrates that there is a field for a weekly periodical devoted to the discussion of political, economic and sociological questions. The *Commoner's* clientele is scattered through all the States of the Union. Less than three per cent are found in the large cities, and more than 65 per cent reside in the great agricultural district bounded by the Ohio River on the east and south, by Western Nebraska on the west and the Canadian line on the north. The *Commoner* reaches one hundred and three thousand homes each week, and is preserved for reference by a great many subscribers.

A FIRM belief that your business is worthy of patronage is essential to the writing of good advertisements.

THE St. Louis *Post-Dispatch* recently held a coupon voting contest to decide which of the city's schools should receive six prize-winning pictures purchased by wealthy St. Louisians at the exhibition of the Society of Western Artists. The paper does not favor coupon contests ordinarily, but took steps to piac this one upon a dignified plane, printing only the regular number of papers, selling none in bulk for the coupons, and restricting newsdealers in a way that made it practically impossible to obtain the coupons in quantity. The contest was thus made equitable, and school loyalty alone carried the day. School children solicited coupons from pedestrians during the nineteen days of the contest, and 619,000 votes were cast. The paintings went to the Riddick, Marquette, Stoddard, John Marshall, Peabody and Crow schools.

THE notorious "Professor" Weltmer, magnetic healer, Nevada, Mo., who recently pleaded guilty to a charge of using the United States mails for fraudulent purposes in a Kansas City court, is again in evidence in certain Sunday papers. The *Mail Order Journal* suggests that honest medical advertisers protect themselves by withdrawing their patronage from those papers so long as the "Professor" is given space by their publishers, who are aware of his record. This extreme remedy is hardly practicable, but there is no question that censorship will have to be made more strict if advertisers of integrity are to be protected against association with frauds. The greater number of reputable papers refuse all questionable advertising, but there are still many mediums to which they have little difficulty in gaining access. Purging of the advertising columns usually results in an increase of reputable business, and as publishers find it out they will rank themselves upon the side of decency and legitimate methods.

THE object of advertising is not alone to create business. It is equally its object to retain business. Too many merchants lose sight of this, and as a consequence permit their competitors, who remember the fact, to get ahead of them in the long run.

THE Saginaw (Mich.) *Evening News* goes into six out of every seven homes in Saginaw. It prints somewhere between eight and ten thousand copies daily, which is supposed to be at least three times as many as any other daily in Saginaw issues. The *News* is an excellent paper in many ways, and among the attractions to be found in every issue is a paragraph on its editorial page which appears under the heading of

#### DAILY HINT FROM PRINTERS' INK.

Most of the puzzling questions continually arising in every mercantile and manufacturing establishment as to who makes some certain article may be readily answered by reference to the *Iron Age Directory*. For forty-seven years the *Iron Age* has been the organ of the American Metal Trades and Industries, in whose development it has played an important part. In its reading columns it has described and spread the knowledge of the improvements and inventions, which have changed the character of the industry, and it has reflected from week to week the varying phases of the markets. Its advertising columns have furnished a means of communication between manufacturer and buyer which has steadily developed in usefulness. Its advertising columns contain the announcements of 1,356 houses making 4,749 different tools, machines and products. The *Iron Age* stands unique in the completeness with which its subscription list covers the whole trade, as well as in the extent to which its advertising columns are consulted by buyers. The need of a classification fuller and more complete than the indexes given in the journal itself has led to the issue of the little book here noticed, which deserves a place in every well organized office.

THE up-to-date advertiser not only studies methods of advertising, but he makes a thorough study of human nature as it exists in his constituency.

THE *Weekly Commercial*, Bangor, Maine, which holds the Little Schoolmaster's fifth sugar bowl as the best weekly newspaper in the United States in point of advertising service rendered for its rates, published a special page in its issue of April 25 showing that the people in its territory received an average of \$133 each for last year's agricultural products. Of these, potatoes are first, with a total of 5,582,563 bushels, while starch, hay, lumber, cereals, fruit, stock, wool, pork and poultry follow in succession.

THE man who conducts the advertising department of one of the drug journals criticises a druggist for advertising his own preparations, saying that he had better devote the space to some popular proprietary which sells at a cut price. We are almost too astonished for utterance. If there is one thing more than another which a druggist ought not to do, it is to indorse a preparation he knows nothing about; and it is certainly poor business to spend money to build up a reputation for another man's goods, when he, not the advertiser, reaps the profits.—*Southern Drug Journal*.

Here's an odd argument. Following the same policy, the druggist would refuse to take his water supply from the city mains, establishing his own reservoir and pipeline. The proprietary advertiser who spends half a million a year to exploit his remedy is spending as much for the druggist as for himself. When the druggist advertises well-known articles to his local trade he may be helping the general advertiser to a certain extent, but he gains more by the prestige that the latter has created for his goods. This prestige is so skillfully utilized by department stores—and they seldom use the space wastefully—that general advertisers have been compelled to place them under restrictions. No retailer should slight his own wares or his general stock, but he cannot fly in the face of popular demand in his ads any more than in his store. To profit by general advertising is simply wisdom.

ASK THE POSTMASTER-  
GENERAL.

COLUMBUS, O., May 23, 1902.  
*Editor of Printers' Ink:*

Editor of PRINTERS' INK: Why do not fraternal insurance orders' official journals carry more ads?

Note that these papers have circulations varying from 5,000 to 500,000 copies monthly. The character of the circulation should be excellent, as there are nearly 4,000,000 members of organizations of this character and at least three million families are reached monthly.

AMERICAN PUBLISHING CO.

It is understood that according to recent postoffice decisions these papers forfeit their right to be carried in the mails as second class matter if they insert advertisements for interests outside the order for whose benefit they exist and are allowed to be distributed without a subscription price.

## THE WHY AND WHEREFORE.

Rockford, Ill., May 20, 1902.

The writer has always felt that the letter ratings accorded in your book were clumsy, and in many instances unjust. For example, your key gives no rating for papers between 4,000 and 7,500. If a paper has 7,400 it is rated "G." This is a decided injustice to that paper, and we do not see why there should be any secrecy whatever in giving a rating. If it is 7,400 say so frankly instead of rating it "G" and condemning it to plod along in the 4,000 class. This suggestion can be taken for what it is worth.

EDGAR E. BARTLETT,  
Bus. Mgr. the Register Gazette Co.

The manager of the Rockford *Register Gazette* gets over the difficulty by telling his exact issue day by day for a year. In 1891 this was 5,505 copies. The following words printed in gold letters in a gold frame on the outside cover of the Directory explain the case of the paper that gets a "G" rating.

Letter ratings are only given to papers that will not or do not furnish information upon which an exact and definite rating may be based.

It may generally be taken for granted that a paper having a letter rating does not print many copies in excess of the smallest interpretation of the letter accorded. When its issue gets much above the minimum the publisher begins to see the propriety of showing his hand.

## IN OSHKOSH.

The publishers of the *Daily Northwestern*, issued at Oshkosh, Wis., set up the following claims concerning the excellence of that newspaper:

1. The *Northwestern* has been published for more than thirty years under the same general management and has an outfit and equipment strong enough for a paper in a city five times as large as Oshkosh. It has six Mergenthaler Linotypes, a two deck Potter perfecting press capable of printing 12,000 sixteen page papers an hour. It owns its own telegraph line 122 miles long, Oshkosh to Milwaukee, and receives the full leased wire service of the Associated Press.

2. It has always paid its bills, always maintained equitable and friendly relations with its subscribers and advertisers, and always had a strong hold on the people, regardless of partisan lines.

3. In a city of 28,240 inhabitants, its circulation has grown slowly but steadily from 1,500 in 1885 to 3,444 in 1893, 4,985 in 1900, 5,261 in 1901 and 6,007 in 1902. Its circulation books have always been open to advertisers and since 1885 it has furnished the American Newspaper Directory regularly with a statement of its circulation.

4. Its local advertising patrons include every advertiser in the city and its value as an advertising medium is acknowledged by every customer.

5. Its Saturday issue of sixteen pages contains more reading matter and more advertising than the same issue of two of the three evening papers in Milwaukee and it is a close second to the best of the Milwaukee evening papers, although Milwaukee has ten times as many inhabitants as Oshkosh.

6. It is the only paper in Wisconsin outside of Milwaukee that uses the whole of the Leased Wire service, the only one using a two-deck press, and the one with the largest circulation.

7. Its circulation is mainly in Oshkosh and within a radius of fifty miles, but this country contains a population exceeding 100,000 people and embraces the finest manufacturing district in the world, viz., the Fox River Valley.

The Oshkosh *Northwestern* has a competitor who claims a very large circulation, and when asked for proof, is not only slow about producing it but generally diverts the attention of his questioner by an invitation to go afishing.

THE difference between the good essay and the bad is the same as that between the good and the bad advertisement. One is wordy, specious, scarce in ideas and unconvincing—the other full of merit, direct and conclusive. The easy writing sort that abounds in big talk and little said is going out of favor.

## SKULLDUGGERY.

*Town Topics* of New York, in its issue of May 22, 1902, commenting upon the circulation ratings in the latest issue of the American Newspaper Directory, says:

My own paper is marked "in 1901, yE," meaning "not exceeding 12,500," when everybody knows that *Town Topics* exceeds that circulation in a single city of the thousands of cities and towns in which it has subscribers and is sold. The *Smart Set* is ciphered down to "E," or 12,500; but I happen to know that the circulation of this popular magazine is nearer 200,000 than 100,000 a month.

Commenting upon occasional paragraphs of this sort an influential Western daily recently remarked:

When we see a newspaper criticising the American Newspaper Directory for its "methods" we conclude at once that its publisher has been caught by the Directory in some kind of skullduggery. —*Oshkosh (Wis.) Northwestern*.

There are internal evidences in its quotations of Scranton papers that it has not departed one iota from its well established rule to make an honest effort to secure the circulation of newspapers and that no influence can swerve it from that rule. In this respect the American Newspaper Directory enjoys a proud pre-eminence.—*Scranton (Pa.) Times*, May 22, 1902.

As everyone who has used it knows, it is not only a careful description of all newspapers and periodicals published in the United States and Canada, but contains much other information regarding the places where they are published.—*New York Sun*, May 24, 1902.

Its primary purpose is to present the latest and most reliable circulation figures of all daily, weekly and monthly publications. It is the official record in the offices of most all large advertisers who are governed by its circulation ratings in arranging their advertising appropriations.—*Franklin (Pa.) Evening News*, May 22, 1902.

MR. JOHN D. DAVIS, advertising manager of the Murphy Varnish Company, Newark, N. J., mails a specimen of a miniature varnish can which was in great demand with the delegates to the recent convention of piano makers at Baltimore. This little can is an inch and a quarter in height, and when opened discloses five tiny dice instead of varnish. Such novelties have a distinct advertising value at conventions and gatherings where it is advisable to bring the name of a well-known article in prominence.

## THE ADVERTISING OF FARM IMPLEMENTS.

The adwriter or catalogue compiler will handle the advertising of boots and shoes, clothing, yeast, pickles, soap, medicines, etc., without much difficulty.

The work calls for little specializing beyond that which is to a certain degree innate to the adwriter.

The essentials of success in these cases are that the advertisements shall bear the mark of individuality, that the ads shall be striking or "catchy" to the eye and that they shall create a curiosity to investigate or a desire to purchase. But there is a limit to the scope of even the most ambitious and persevering adwriters, who would become masters of the advertising of all sorts of industries and pursuits. And beyond the limit is to be found the adwriting of farm implements. Here aptly applies the adage:

"Every man to his own trade."

The incapability of adwriters, who have attained considerable prominence in the more general lines of business, to deal with unfamiliar technicalities was never more clearly evidenced than in a catalogue issued last year by one of the large farm implements concerns of the United States. The catalogue itself was a splendid specimen of typography. The paragraphs were invitingly set, the type very readable and pleasing to the eye. The phrases were terse, pointed and cleverly constructed. But a careful reading of the matter at once revealed the fact that the writer of the catalogue knew little about the technicalities of the subject he was writing on. Here are sentences from the catalogue:

"Our Mower is made of tubular steel. . . . Tubular steel means simply that those parts which require extra strength are made of steel." Excuse might be made that the nonsense of this statement was attributable to careless proofreading were the faulty paragraph not accompanied by others equally defective.

A few days after perusing the

catalogue I had a call from a representative of the house which had done the printing and lithographic work of the book. My opinion was asked as to the merits of the article. I spoke praisingly of the parts that were praiseworthy, even as I have done here, but ended by saying:

"The person who wrote that catalogue is probably an advertising expert of considerable note and may do excellent work along certain lines, but his knowledge of the construction of agricultural implements and the progress of the science of their manufacture is very meagre."

My caller was kind enough to admit that my conjecture was right, and added:

"We paid a high price to one of the best ad specialists in America for writing that catalogue."

The farm implement business is peculiar and must of necessity be peculiarly advertised.

There is often no middleman in the business, and then the manufacturer sells direct to the consumers. There are three distinct classes of advertising associated with the farm implement industry, which, for the sake of simplicity and convenience, I will designate as follows:

1. The advertising matter addressed to the salesman or agent.
2. The individual ad addressed to the consumer.
3. The catalogue or booklet, for the consumer also.

The advertising matter addressed to the salesman or agent should be brimful of enthusiasm. Let him know that the house he represents has perfect confidence in him and in the goods they are giving him to sell. Make him feel proud of his connection with that house. Give him plain facts in your circulars and folders.

If your machine has a defect in comparison with your competitor, tell him so, or remedy the defect. The latter course is more desirable. Above all, be truthful. Don't try to deceive your salesman. He will learn of it sooner or later if you do, and will naturally resent it. Don't frame a sentence so that it will give him

a wrong impression, even though it may be to your immediate advantage to do so. Keep him supplied with new talking points. This has two good features: the one, he will probably have need of them; the other, his story will not suffer for a change of clothing. Don't err, as many do, in trying to combine a catalogue for the farmer and a book of technical information for the salesman. First instruct your salesmen thoroughly regarding your own machines, then post him as to your competitors'.

In the implement business it is not sufficient for the salesman merely to know the merits of his own goods.

The farmer will often discuss the details of a competitor's binder or mower, and the salesman must be familiar with them in order the better to tell his own story.

The individual ad addressed to the consumer is decidedly a department that is in a class by itself. When and where shall it appear? What shape shall it assume? These are questions which at once confront us.

Common sense will at once reply that it is useless to insert it in the daily, which has merely a city circulation. The only profitable medium of this nature is the newspaper or periodical that is circulated among the farming community.

When shall it appear? Only during the farmer's slack season. He has neither time nor inclination to read advertisements when the heads of grain have ripened, nor when he follows the plow from early morning till late at night. I speak now of the majority of farmers—the class who "toil with their hands," not the "gentleman farmer," who hires his help and merely superintends the operations.

There is a season when the farmer reads—reads everything that comes to his door. The newspaper and the advertising literature are, to a great number, in the northern parts at least, the only means of keeping in touch with men and things in the world at large.

At this season, then, the ad must be brought home as cleverly as possible. The time for sowing the seed is then at hand; the ground is ready to receive it. Be sure it is well sown.

As to the composition of the ad itself—this is quite a problem. To simply advertise the name of the machines or the makers counts for little in the implement business. Details of the machines themselves must be clear and distinct; the advantages patent. It is very difficult to do this satisfactorily in a small ad, at least. Therefore implement advertising is expensive because large space must be occupied.

The catalogue or booklet, for the consumer. Make your cuts very plain. Let the type be of a fairly good size and distinct. In many cases it is necessary to avoid perspective in your technical illustrations. To the farmer, who has little knowledge or appreciation of the laws of perspective, many detail drawings, which are technically correct, seem to be incongruous. For example: a photograph is made of a rear view of a hay rake from a focus angle of say 16 degrees or thereabouts. In the photo from this viewpoint one wheel appears to be much higher than the other.

This must be avoided, either by changing the focus angle or by altering the drawings ere the cut is made. Don't try to show half a dozen special features in one cut. Take your machine apart and show each feature separately. Don't caricature your patrons. This may seem rather empty, but it is a failing of many implement advertisers. Above all, don't advertise your competitors in your catalogue. They can afford to pay for their own advertising.

PHILIP J. SYMS.

#### THE RURAL CORRESPONDENT.

The rural correspondent is indispensable to the country paper. He is fully as necessary as the editor. A country newspaper without him would be as insipid as a plum pudding without plums. You must have several of him. Get the best. He must be intelligent, know beans, or peas in a pod. Get a man that can write. It is nonsense to get a man that ambiguifies the simplest sentence.—*Newspaper Talk*.

**Hale's**  
GOOD GOODS

**Golf Shirts**

The new soft, comfortable shirts are here.  
In pretty striped madras,  
made by a factory famous  
for their careful, con-  
scientious work. No ill-  
proportioned sleeves, no  
poor sewing, no skimped  
work about them. It's  
the mastery of those little  
points that brings them  
so much more business as  
they can handle.  
Detachable link cuffs.  
As much shirt comfort  
and style for

**One Dollar**  
as we know of.

ANOTHER GOOD AD GONE WRONG. IT FAILS TO GIVE THE ADDRESS OF THE ADVERTISER.  
FROM THE SAN FRANCISCO "BULLETIN."

**PITTSBURG BANK EXPANSION.**

The remarkable expansion that has taken place in the banking business of Pittsburg within one year has been in the organization of new trust companies, the number being nearly doubled in the year 1901. With the national banks there has been a large increase in capital and surplus of the older institutions through the issue of new stock and its sale at a high premium. Thus from November, 1900, to November, 1901, the surplus of the national banks of Pittsburg increased from \$9,912,000 to \$16,000,000, and within the same period the undivided profits increased from \$3,-

323,317 to \$5,514,531. With the purely State banks there was comparatively little change. The increase in the capital of the trust companies within the year was from \$5,125,000 to \$11,237,550; in surplus from \$1,376,386 to nearly \$6,000,000, and in undivided profits from \$1,556,433 to \$4,189,014.—*Bankers Monthly*, Chicago.

◆◆◆  
THERE are a great many ways of advertising a business, but no one has ever improved on the good old-fashioned way of telling the plain facts in an intelligent, straightforward manner.—*Business Problems*.

## PRINTERS' INK.

## NO HOLD-UP ABOUT IT.

NEW YORK, May 14, 1902.

*Editor of Printers' Ink:*

Certain persons, chiefly publishers and advertising agents, are said to be reporting that the Association of American Advertisers is formed for the purpose of and is engaged in an attempt to "hold-up" publishers in an effort to compel them to purchase certificates of circulation from the Association. The standing of the concerns represented in the Association, as well as the character of their personal representatives in the Association, will, for the most part, be sufficient to impress people with the absurdity of any such statement. Lest there be any who are in any way disposed to give a degree of credence to such suggestions, a brief statement of the policy of the Association in this matter is appended.

The Association of American Advertisers is a purely mutual association, composed of between seventy and eighty of the leading general advertisers of the country. Its income is derived from the annual subscriptions of the membership. An important part, though only a part, of its work is the examination into the circulation of such publications as may be willing to submit to same. In every case where an examination is made, a careful report embodying the findings of the examiner, after being approved by the committee on circulations, is forwarded as a confidential communication to each member of the Association. Every possible precaution is taken to make said report perfectly fair to the publication and absolutely accurate as to the facts discovered. Such reports, along with other advantages, constitute the return to the members of the expense involved in the payment of their annual subscriptions. These examinations are invariably made at the sole expense of the Association and no contribution toward same, whether in form of direct payment in cash, or the gift of transportation, etc., etc., is ever accepted from any publisher. Moreover, the examinations are made at such times and in such order as the Association directs, with the sole object of discovering the facts, and without any intention of favoring one publication at the expense of another in any locality, any more than the plain facts revealed may serve to do. Invitations to take sides in local contests between mediums are uniformly declined.

If the publisher desires to make public the results of an examination after same has been completed, the Association will upon his request furnish a certificate stating the circulation as found, which he is at liberty to publish as a whole if he chooses to do so. For this a charge is made which is, as nearly as can be determined, the actual cost to the Association of making the examination in question. The amount of this is determined solely by the time spent in getting at the facts, and the locality in which the publication is located. No profit is expected or desired upon this charge, the sole intent being to reimburse the treasury of the Association for the actual amount paid out in the case. The publication of the report of this character by the publisher deprives

it of any special value as a means of inducing advertisers to support the Association, and it is at the same time a valuable advertisement for the publication, so it would seem fair that the Association should be relieved of the cost of making the examination. Advertisers can hardly be expected to subscribe liberally towards the object of the Association if they can acquire all the information it possesses without any payment, as would be the case if all the reports were at once made public; any more than merchants would subscribe to a commercial agency if all its records were freely published without cost. These terms are officially stated to publishers of mediums which have been examined for their information, but no pressure is exerted to sway their decision in the matter. If the facts make a good advertisement for the publication, they are available if wanted. In any event they are laid before a body of the largest advertisers in the country—i. e., the members of the Association—in itself no mean advertisement. The bearing of the facts stated upon the business of each concern is a matter for the determination of the individual members.

We cannot too strongly emphasize the fact that the matter of the issue of the certificates is subsequent to the completion of the examination, and is without the slightest bearing upon same. The Association does not care to know in advance whether the publisher desires a certificate or not, and will not in the slightest vary its action in any case because of such knowledge. It seeks the facts, and the facts only.

ASS'N OF AMERICAN ADVERTISERS,  
by R. McKEAN JONES, secretary.

## FOUND A NIGGER IN THE WOOD-PILE.

NEW YORK, May 19, 1902.  
*Editor of Printers' Ink:*

Every reader of *Printers' Ink* of May 7th must have observed and noted the double center page advertisement of *Collier's Weekly*, showing how much it exceeded *Munsey's Magazine* in amount of advertising carried during March.

It would be interesting to know just how many readers of *Printers' Ink* remembered that *Collier's Weekly* blossomed forth five times in March (there being five Saturdays), Saturday being the publication day of the big weekly. Mr. Conde Nast studiously refrained from detailing the amount of advertising in *Collier's Weekly* in each issue. Yours for more comparative statements,

JOHN FRANCIS DUFFY.

\*\*\*  
THE PHILADELPHIA "RECORD"  
WILL DO.WANGANUI, N. Z., April 24, 1902.  
*Editor of Printers' Ink:*

I wish to subscribe for several American papers—dailies or otherwise—containing good advertisements for cough and cold medicines, and indigestion medicines and should be pleased if you would kindly favor me with opinion as to which would be most suitable.

Trusting you will oblige, I am, Dear Sir, Yours respectfully,  
GEO. W. HEAN, Prescription Chemist.

## ONCE A YEAR IS ENOUGH.

OSHKOSH, Wis., May 22, 1902.

*Geo. P. Rowell & Co., Publishers:*

We have taken the American Newspaper Directory almost since its beginning and for many years we have taken no other. We believe that an annual publication is better for all concerned than a quarterly or even semi-annual issue. A directory is like a year book or almanac. If there are two or four publications in a year it is confusing to the customer, besides entailing a needless expense. We are satisfied that your plucky fight for an honest rating of circulation extended through such a long series of years has done much to stiffen and encourage honesty and truthfulness on the part of newspaper publishers. Since 1885 we have made a sworn statement of circulation every year and the relief such a course has brought us is invaluable. The time is coming, we believe, when a great majority of publishers will see the justice and necessity of making an honest report. When we see a newspaper criticizing the American Newspaper Directory for its "methods" we conclude at once that its publisher has been caught by the Directory in some skullduggery.

Very truly,

THE HICKS PRINTING CO.,  
Publishers the *Daily Northwestern*.

♦♦♦

## ITS WEIGHT IN GOLD.

THE RECORD PUBLISHING CO.,  
WELLSVILLE, Ohio, May 19, 1902.*Editor of PRINTERS' INK:*

It may interest you to know that we have for some time been systematically quoting articles on advertising from PRINTERS' INK. For the judgment, intelligence and get-to-the-bottom-of-advertising genius of the Little Schoolmaster we have great respect and admiration. In our paper to-day we quoted in full from the last issue of PRINTERS' INK the article on advertising for physicians and the article in reference to window displays for stores.

Wellsboro business men are 50 years behind the age in the art of advertising. We are trying liberal doses of PRINTERS' INK facts and logic upon them.

PRINTERS' INK is worth its weight in gold to the business men of the United States. Long life to it.

Yours very truly,  
JAMES NOLAN, Manager.

♦♦♦

## NOT KILLED YET.

WASHINGTON, D. C., May 22, 1902.

*Editor of PRINTERS' INK:*

There is no truth in the report that the Post Check plan has been disapproved by the committee and that another has been substituted. The superintendent of the money order system suggested the adoption of a modified form of the Canadian postal note as a substitute for the Post Check. But no action has been taken upon either plan so far as we know. The Post Check is believed to have friends on the committee and its advocates have no cause for discouragement. A complete report is expected in a few days.

THE POST CHECK CURRENCY BUREAU.  
L. Myrick.

## PRINTERS' INK.

## EXACTLY FIVE THOUSAND!!!

PHILADELPHIA, May 21, 1902.

*Editor of PRINTERS' INK:*

We have five thousand copies printed every month; but we cannot make anybody but three people believe it; John I. Palmer, who does the printing, the Howe Addressing Co., who do the mailing, and ourselves, who pay the bills. Everybody else draws down their left eyelid in a most provoking manner when we mention the fact. We do print five thousand copies; can the Little Schoolmaster in all his wisdom tell us how to prove to the advertiser that we are telling the truth—can he tell us how to compete with the "circulation liar?"

W. CHANDLER STEWART,

Publisher of *Coming Events*, a monthly of social fixtures, sports, amusements, etc.

## SURELY.

BALTIMORE, Md., May 21, 1902.

*Editor of PRINTERS' INK:*

A large number of advertising solicitors, like myself, are students of the Little Schoolmaster. These or some of them will be the future business managers, proprietors of newspapers or successful ad agents. They are now, while studying the science of advertising, depending on the results they produce to earn a living.

Now—a series of articles on ad soiting by one who has "been thro' the mill," would be of material assistance to the beginners and give some of the old timers a few pointers.

Don't you think the idea worth carrying out?

E. W. ANDERSON.

## VERY EFFECTIVE.

## "THE CARRIAGE MONTHLY."

Ware Bros., Publishers.

PHILADELPHIA, May 22, 1902.

*Editor of PRINTERS' INK:*

We are sending you by to-day's mail our latest mailing card.

You will note in what high esteem we hold the American Newspaper Directory and your other publication, the Little Schoolmaster. We consider both authoritative.

With best wishes for your continued success,

FREDERICK E. PIERCE,  
Mgr. Advertising Bureau.

## COLORED SUPPLEMENTS.

## "DAILY HOT BLAST."

Leading Daily Paper in Anniston Iron District.

ANNISTON, Ala., May 23, 1902.

*Editor of PRINTERS' INK:*

We want to make contract with some reliable publisher to supply us with colored supplements for the Sunday edition of the *Daily Hot Blast*. If you are in this business please submit us samples and quote best prices.

THE HOT BLAST.

Good advertising is telling a man what he wants and where he can get it. It ought to include the telling of the price, also. This information, when told in an attractive way, rather leaves the obligation on the side of the reader.—*Business Problems*.

## NOTES.

THE *Home Magazine* has been "merged" with the *Book Lover*.

JOHN B. EWAN, the well-known advertising agent of Cincinnati, Ohio, died there May 26.

THE Oak Hall clothing store, Hamilton, Ont., issues an attractive little catalogue of summer styles.

FRED P. MENTZER, designer and engraver, Lancaster, Pa., sends out a small booklet containing samples of his work.

THE Peirce School (Philadelphia) class in advertising celebrated the close of its first year with a dinner on May 9.

THE *Photo American*, Bible House, New York City, sends a unique folder gotten up in the style of an old legal document.

A SMALL catalogue of engineers' specialties comes from the Peerless Rubber Manufacturing Co., 16 Warren street, New York.

STOCK prospectuses come from the Clear Light Oil Company, Oakland, Cal., and the Underwriters' Land Oil Company, Cleveland, Ohio.

Two excellently printed booklets come from the Young Men's Christian Association of Jacksonville, Ill. The printing is the work of Henderson & Depew, of that city.

THE Frank Presbrey Co. is placing advertising for the Stoughton Golf Ball, and is also putting out a limited amount of Chicago, Milwaukee & St. Paul newspaper publicity in Eastern dailies.

THE Matthews-Northrup Works, Buffalo, sends seven fine booklets containing samples of its engraving, with small brochures recently printed for the Curtis Hotel, Lenox, Mass., and the Niagara Motor Vehicle Co., Buffalo.

THE Associated Publishers of Commercial Periodicals have established executive offices in the Journal Building, Chicago, and the secretary, Mr. W. H. Baker, is promoting a campaign to establish new postal classifications.

THE *Daily Spy*, Worcester, Mass., suffered the loss of its entire plant by fire on May 21. With the aid of the *Telegram* and the *Evening Gazette* the paper continued publication while a new home and equipment were being secured.

JUST one paper in Newport, R. I., sent a circulation statement to the American Newspaper Directory sufficiently satisfactory to warrant that standard authority giving a rating in the latest issue. That paper was the *Newport Daily News*.

ERWIN S. COOLIDGE, of the New York *Commercial's* circulation department, was killed in the collapse of a sidewalk on Fifth avenue, May 27. He was thirty-seven years old, had been a newspaper man in Boston and later a publisher in New York.

CREDIT for issuing the most intricate, useless and foolish piece of "advertising" literature that the Little School-

master has received this year is given to Hewes & Potter for a folder lately sent out on behalf of their suspender loops. It is entitled to the "booby prize."

*Mail Trade Ideas*, published by Graves-Shaffer, Boston, suffered from a severe fire May 6, and the forms for the May number were pied, and will have to be re-set. Arrangements have been made to issue a double number on June 15th, which is the first anniversary of the publication.

A NEAT little booklet is issued by the Bayonne, N. J., *Herald*, containing many testimonials and straightforward arguments establishing that journal's value as an ad medium. It is now in its 35th year, and has ever been clean and public spirited and a welcomed guest at every fireside.

THE Medicura Soap Company, 36 East 22nd street, New York, which has had success in making and exploiting a single proprietary article during the past year and a half, has been incorporated under the laws of New Jersey for \$1,000,000, and is offering its stock to the public at par value of \$100 per share.

SOMEONE has palmed off an advertising ode upon the Goodfellow Shoe Company, St. Louis, which—well, if a Park Row poet rhymed "fastener" with "pilaster," or "Mozambique" with "hard to beat," the city authorities would revoke his police license in about or tenth the time it takes them to close up the American Tract Society's Death Trap.

MR. ALBERT T. HUNTINGTON, librarian of the Medical Society of the County of Kings, Brooklyn, incloses a neat four-page folder in all correspondence, soliciting gifts of books for his institution. The folder is also mailed to select lists of physicians, surgeons and others who are likely to be interested in furthering the Society's collection, and has been instrumental in bringing gifts and endowments.

THERE is one word in the English language which can appear six times consecutively in a sentence and make correct English. To illustrate: A boy wrote on the blackboard, "The man that lies does wrong." The teacher objected to the word "that," so the word "who" was substituted. And yet it must be evident to the reader for all that, that "that" that that teacher objected to was right, after all.—*Four Track News*.

ARTHUR L. MASTEN has been appointed receiver for the New York *Daily Telegraph* and the *Metropolitan Magazine* upon application of James M. Wheaton, of Boston, who owns 500 shares out of the 1,000 in the company which publishes them. George W. Russell is the other principal stockholder, with 488 shares, and H. Glenn Martin, James A. Norton and Blakely Hall each own a single share. Publication will be continued, it is announced.

WILES & WINTER, agents for McCormick Reapers, Cherokee, Kansas, recently gave a "McCormick picnic" to the farmers of their locality. Forty harvesters had been sold, and the firm

planned to have their customers come in, load them into their wagons and have a parade with town band accompaniment. This part of the programme fell through on account of the time necessary to handle so many machines, but fully a thousand farmers and country people ate ice cream and lunch at the firm's expense, talked harvester and examined farm machinery. Thirteen additional machines were sold, and everyone went home with souvenir yardsticks and good impressions of the firm and their methods.

FOLDERS and mailing cards showing circulation figures come from the following publications: *Herald*, Rochester, N. Y.—over 16,500 daily; *Daily Capital*, Des Moines, Iowa—20,601 daily average for first four months of 1902; *Republican*, Versailles, Ind.—2,568 per week for first three months of 1902; *Missouri Valley Farmer*, Topeka, Kan.—102,000 monthly average for 1901; *News Tribune*, Duluth, Minn.—11,250 daily and 10,036 Sunday for April; *Times*, Davenport, Iowa—6,282 daily and 1,425 semi-weekly for April; *Courier*, Ottumwa, Iowa—4,313 daily and 7,050 semi-weekly for April; *Journal*, Muscatine, Iowa—3,483 daily and 2,714 semi-weekly for April; *Post-Dispatch*, St. Louis—102,061 daily and 183,565 Sunday for April; *Evening Democrat*, Fresno, Cal.—2,736 daily average for 1901; *Sunday Lesson Helps* on the Horatio Page list, 150 Nassau street, New York—quarterly issue of 5,105,000 guaranteed; *Times*, Pittsburgh—59,580 daily for April.

MR. WILLIAM S. STENGER, whose bid secured the *Philadelphia Record*, paid the sum of \$500,000 required by the court on account of the purchase price May 26, and as soon as the sale is legally confirmed the remainder will be paid in and the paper transferred to its new owners. Regarding future policy and control Mr. Stenger said to the *New York Times*: "My colleagues in the enterprise are John Wyeth and Henry B. Gross of Philadelphia and James Kerr of Clearfield, Penn. These gentlemen—with myself will be the holders of all the shares of stock bought by me. Their holdings will be 2,000 shares each. It thus will be seen that no single shareholder will have a controlling interest in the paper. It is our intention to transfer to Theodore Wright, the present editor-in-chief of the *Record*, a sufficient number of shares to

qualify him as a director. His long service, great ability, and the public confidence in his editorial management entitle him to this distinction in connection with the newspaper he has done so much to bring it to its present high state of excellence. He, together with Mr. Wyeth, Mr. Gross, Mr. Kerr and myself, will constitute the new board of directors. Mr. Wright will probably also be chosen president of the company. All the directors are lifelong Democrats and they will continue the paper along the lines it has hitherto followed."

COMMENTING upon Yankee advertising methods, with especial reference to an order recently placed for 253 Remington typewriters by the Indian War Office, the *Capital*, of Calcutta, says: Amongst the many other things in which these American business houses have given us the lead is the art of advertising. British houses (speaking generally) are still a long way behind, although there are some notable instances even at home of those who have made their name and fame and fortune by keeping themselves and their wares continually before the public in a conspicuous fashion. A Calcutta merchant lately said to me that he had experienced the utmost difficulty in getting an English house, for whom he acted as agent, to allow him to advertise their goods. They grumbled and grudged and could not be induced to do other than advertise in the most meager fashion, under the erroneous impression that all money spent in this way only increased business expenses. The consequence was they were out of the race altogether, and the merchant gave up the agency in disgust. Very different was his experience with his American constituents. They gave him a free hand to advertise their commodities, and sent him a perfect ocean of illustrated literature to post all over India. The consequence is they are reaping their reward in a constantly increasing business. There are some firms in Calcutta who have found out by experience that their monthly sales bear a direct ratio to the amount of their monthly advertising bill. Just the other day one firm found that their total sales for the preceding month were considerably below their expectation. They found the cause in the fact that their advertising department had been trying to economize expenditure during that particular month. This is not to occur again.

## TO AMBITIOUS ADSMITHS

Apply by postal card for the pamphlet just issued, telling the conditions of the PRINTERS' INK prize advertisement competition, setting forth the terms and showing the fifteen most successful efforts thus far submitted, as well as the names and addresses of the adsmitths who have already gained the recognition necessary for a final consideration when the awards are declared. The pamphlet will be sent free to any address on application to

PRINTERS' INK, New York.

If the majority of progressive merchants and manufacturers, who cast their vote in favor of advertising, employed the services of a well equipped agency to prepare and place their advertising, the full results of modern publicity might be theirs.

To advertise profitably requires attention to a multitude of technical details and particular knowledge about ways and means which can only be acquired by long experience. Conditions often change and must be anticipated in the right time. These are some reasons why an advertising agency saves time and money for its clients. Long experience has made us familiar with the right mediums, the right copy, the right time. We plan, write, illustrate and place advertising. All of these or any desired part. Call on, or address,

**Geo. P. Rowell & Co.,**  
ADVERTISING AGENTS,  
10 Spruce Street, New York.

## SOMETIMES.

The only thing more unsightly than a bill-board is an unobstructed view of the premises behind it.—*Kansas City Star*.

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

## PORTO RICO.

**L**A BRUJA, Mayaguez, P. R. Established 1896. 2,000 copies daily. Published every day, Sunday excepted. This is the most popular paper in this country. Advertisement rates: From 1 to 5 inches, 10c. an inch per insertion. Higher than 5 inches, appropriated rates.

## CANADA.

**C**ANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

## CLASS PAPERS.

## ADVERTISING.

**P**PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News*.

**P**PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line.  $\frac{1}{4}$ -page \$25,  $\frac{1}{2}$ -page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

**P**PRINTERS' INK, a journal for advertisers. The representative paper of its class. Subscription 10 SPRUCE ST., NEW YORK. \$5 a year in advance.

## CONSULT

**Gordon & Gotch**

On British and Foreign Advertising.  
St. Bride St., London, Eng. Founded 1853.

**T**HE CLINTON, ILL., TIMES announces that with the issue of May 25th the weekly edition will be discontinued and give place to the SEMI-WEEKLY TIMES, which will be all home print and published on Tuesdays and Fridays. The DAILY and SEMI-WEEKLY TIMES are easily the best advertising mediums in Central Illinois. They are read in the homes of 2,000 farmers in the most prosperous part of the United States.

# R.I.P.A.N.S

A year ago last June I was troubled greatly with indigestion after meals. Often upon retiring at night I would be seized with dizziness, which often kept me awake for hours. I was recommended to take Ripans Tabules by one of my friends who had himself found use for them. I immediately found relief in their use and have since had no return of my complaints.

## At druggists.

The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.

**ADVERTISERS ARE TURNING  
THEIR ATTENTION TO THE**

# Buffalo Review

**WITH HIGHLY SATISFACTORY  
RESULTS.**

**Vreeland-Benjamin Adv. Agency**

150 Nassau Street, New York.

## It's Necessary



to use only one paper in Chester—that paper is the **TIMES**. A pretty broad assertion to make, but we are prepared to back it up in any way desired. Chester has a population of 35,000. The **TIMES** has an average daily circulation of more than **7,300** copies. A sworn detailed circulation statement furnished for the asking.

**WALLACE & SPROUL,**  
PUBLISHERS.

**F. R. NORTHRUP**, 220 Broadway,  
New York Representative.

# The Evening Journal Jersey City N. J.

A two-cent local paper.  
Enterprising but not sensational.

HOME not Street circulation.

Only one edition daily, hence:

Every copy a family of readers.

#### *Circulation Averages*

1899.	1900.	1901.
14,486	15,106	15,891

**1902, 17,160**

The American Newspaper Directory awards the mark **@@** for quality of circulation.

## TRENTON TIMES

*Trenton, New Jersey.*

#### *CIRCULATION:*

February, 1902, average,	2,823
March, " "	3,372
April, " "	3,114
<i>1-4 of year's average,</i>	<i>13,103</i>
<i>1-2 of year's average,</i>	<i>2,518</i>

TWENTY-FIVE PER CENT GREATER than all other Trenton dailies combined.

COVERS Delaware River Valley, seventy suburban towns, ninety per cent Trenton homes.

## COME TO US

If You Want Your Printing Done "Just Right."

We only do one kind of work, the best we know how, and that is why our work proves so satisfactory. We write, design and print advertising literature of every description and it never fails both to please and benefit. Send us your next job of printing and make us prove everything we claim.

**PRINTERS' INK PRESS, 10 SPRUCE ST., NEW YORK.**

# Summer Advertising Pays

when it is placed in the right sort of mediums. Our readers find time in all seasons to read the papers they like. People who are regular mail order buyers do not confine their buying from advertisements to any season of the year. We do know that

## THE ELLIS PAPERS,

the best mail order advertising mediums, pay all the time.

If you haven't used these great mail order mediums give them a trial now. Here they are:

**The Metropolitan and  
Rural Home**

**The Paragon Monthly**

**The Gentlewoman**

**The Home Monthly**

**Park's Floral Magazine**

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**THE C. E. ELLIS COMPANY**

112-114 Dearborn Street      713-718 Temple Court  
CHICAGO      NEW YORK

**ALL**

advertisers who desire to  
cover the Chicago field  
must

**USE**

the paper that is read in the  
homes of the people,

**The  
Chronicle**

It covers Illinois, Wisconsin,  
Iowa, Northern Indiana  
and Southern Michigan.

# CONSTANCY IS NECESSARY



IN advertising, as in every other business, it is the fellow who keeps at it every day and all day who wins. The advertiser who advertises only now and then during what he terms the "busy season" never succeeds. At no time is it more necessary to advertise than in the so-called "dull season." The largest and most successful merchants in the country are those who never let up, but pound away at the public constantly. Have you been keeping your wares in the public mind? Let us tell your story to our **800,000** friends in the United States and Canada. It is our mission to create business for our patrons.

## *Popular Fashions*

\$2.00 PER AGATE LINE  
500,000 Copies Every Month

## *The Fashion World and New Styles*

\$1.00 PER AGATE LINE  
300,000 Copies Every Month

*Guaranteed Monthly Circulation, 800,000*

*Address all Communications to*

**POPULAR FASHIONS CO.**

**79 Fourth Avenue - New York, N. Y.**

# N. Y. JEWISH ABEND POST

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*Circulation larger than that  
of any other Jewish after-  
noon paper in America.*

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*Read in every Jewish home  
by the whole family.*

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*Matchless as a medium of  
advertising among the Jew-  
ish people.*

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*Highly influential in all  
Jewish circles.*

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OFFICE :

228 MADISON ST., NEW YORK

Telephone : 698 Franklin.

***"The Best Paper!"***

**The Philadelphia**  
**ITEM**

**"Lots of Callers and a Good  
 Class of People."**

*So Says Central Room Agency.*

PHILADELPHIA, April 12, 1902.  
 MANAGERS PHILADELPHIA ITEM.

Gentlemen:—We placed the following advertisement in your paper:

**ROOM RENTING AGENCY.**

ROOMS WITH PRIVILEGES. Call for free  
 lists. Mrs. Lane, 1226 Green. Rooms wanted  
 everywhere.

And we have found that THE ITEM is, without doubt, the BEST PAPER IN PHILADELPHIA for those who are looking for rooms or who have rooms to rent. Room ads in your paper not only bring LOTS OF CALLERS, but they also BRING A GOOD CLASS OF PEOPLE.

CENTRAL ROOM AGENCY,

MRS. LANE, Manager.

1226 Green Street.

**The S. C. Beckwith Special Agency**



Sole Agents  
 Foreign Advertising,

Tribune Bdg., New York.

510-11-12 Tribune Bdg.,  
 Chicago.



Did you know that THE ROCHESTER EVENING TIMES has doubled its circulation and advertising patronage during the past year?

Such is a fact.

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# A CHANCE THAT WON.

GAYLORD, MICH., April 28, 1902.

PRINTERS INK JONSON.

Dear Sir: I have recently bought out the "Otsego County News," and your catalogue and price list has just come to me addressed to the "News." I will say that I know no more about "printing" or "printers' ink" than a chicken does about swimming, but the straightforward business talk you get off has caught me, and as I need some news ink, am inclined to give you a trial—*your price is way below what I have found in others' price lists* and I am told by my experience that cheap things are always *cheap* in quality. However, if I get beat in this deal with you it won't be a killing matter and I may know better next time. I inclose a N. Y. Draft for \$5.00 to pay for 100 pounds news ink. If it proves satisfactory you may expect further orders.

Yours respectfully,

W. A. HARRINGTON.

GAYLORD, MICH., May 21, 1902.

PRINTERS INK JONSON, New York, N. Y.

Dear Sir: I have tried your ink and find it is all right. Will send further orders when in need.

W. A. HARRINGTON, Pub. "Otsego County News."

My most difficult task is trying to induce publishers and printers to send trial orders. It seems that many of them think as Mr. Harrington did—"cheap things are always cheap in quality," but it takes an exception to prove the rule. Others who enjoy good ratings and can secure unlimited credit, will not come down from their high pedestal and pay cash in advance. I am the only ink man in the world that had the nerve to return orders to responsible parties who did not live up to my rules. I play no favorites. My prices are net. I guarantee my goods to be the best that money can buy, and when not found up to that standard, I offer no excuse but refund the cash and pay the transportation charges.

Send for my price list of news and job inks.

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*Address . . .* **PRINTERS INK JONSON**  
**17 Spruce Street, New York**

**188,751**  
**COPIES**

WAS THE HIGHWATER CIRCULATION  
MARK DURING THE MONTH OF MAY FOR

## **The Philadelphia INQUIRER**

*This was due to its early and  
complete reports, by special steamship, of the  
Martinique disaster.*

The normal circulation of the Inquirer is over 178,000 copies daily, however, which, in connection with its close touch with the people and high standing among the advertisers, is the reason for the fact that it prints more advertising than any other newspaper in Philadelphia, and more than any other newspaper in the entire United States, with one exception.

*Advertisers know that an  
advertisement in the Inquirer represents money  
most profitably invested.*

### **The Philadelphia Inquirer**

1109 Market St., Philadelphia, Pa.

**New York Office**  
Tribune Building

**Chicago Office**  
Stock Exchange Building